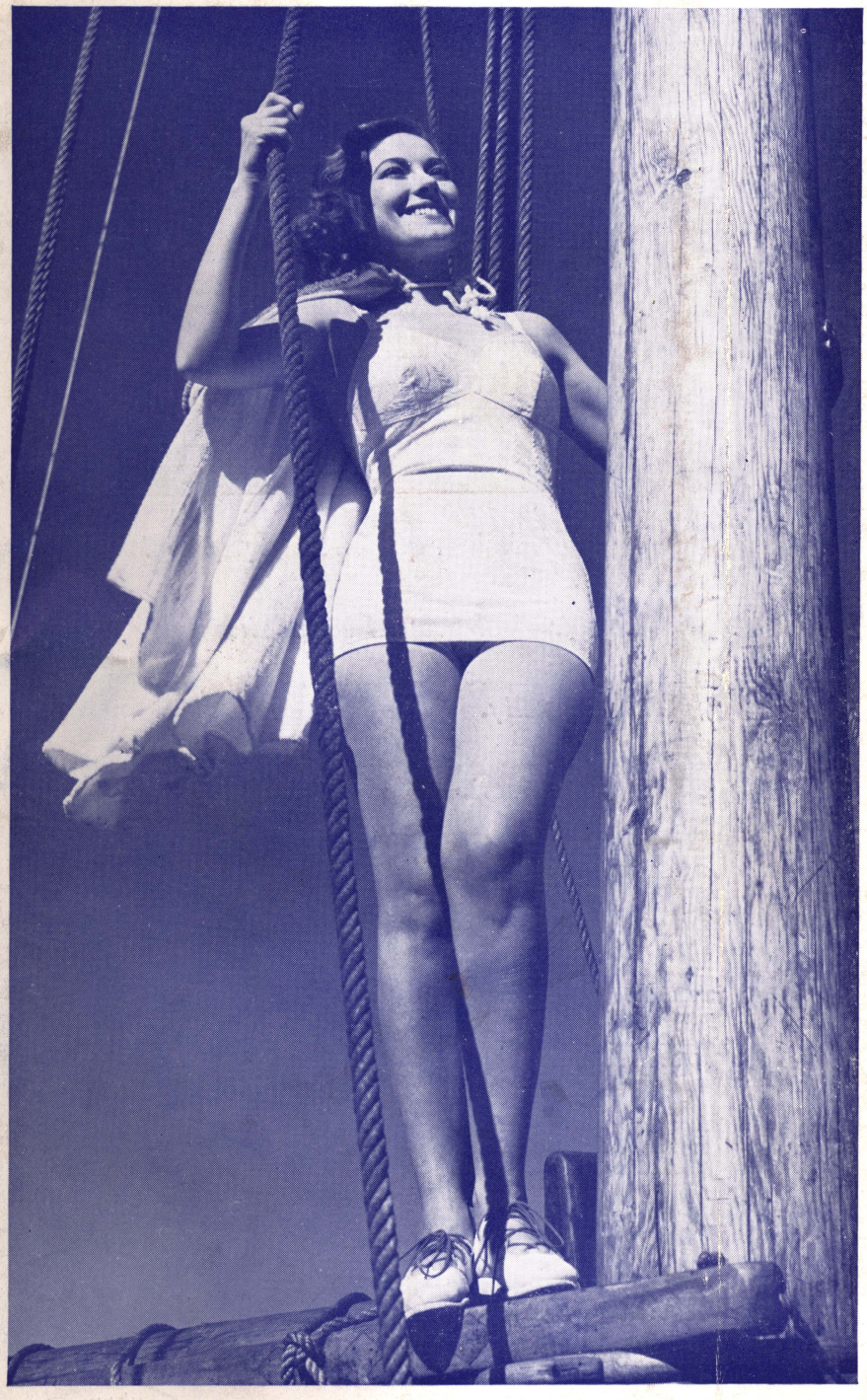
The COIN MACHINE REVIEW



September, 1940

"We're All Americans" (All True Blue)

Phonette

...gives you "Multiple Income" —using your old equipment!

These ingenious, new "individualized" PHONETTES are *real money-makers*—inexpensive and easily installed, they provide *unlimited* potential income. Not a mere bar box, but a compact, self-contained coin and speaker unit combined, which plays only to its own immediate audience at speaking voice volume. As soon as a coin is deposited, the PHONETTE is immediately cut into whatever music may be already playing for another party, and continues through the next entire recording. Since as many coins as there are PHONETTES may be deposited simultaneously, your "take" is limited solely by the number of units installed.

- *Put your discarded or profitless equipment back into Service.*
- *Avoid "topping" of present installations.*
- *Increase your income—Collect in direct proportion to seating capacity.*
- *Install freely at spots where present high-volume speakers are objectionable.*
- *Service two or more adjacent spots with ONE hidden, automatic "Phono."*

Here is the ideal way to open *New, competition-free territory, at minimum investment.* Even small Lunch Counters, Beauty Parlors and Barber Shops, etc., are profitable placements for the new PHONETTE! Ask about exclusive franchise *today!*

Come in,
Phone or Write
FOR COMPLETE DETAILS
Ask for
MR. GARDNER

PHONETTE COMPANY of AMERICA
6808 Santa Monica Boulevard, Los Angeles, Calif.
Phone: HIllside 9021

The COIN MACHINE REVIEW for September, 1940. Vol. 8, No. 3. Published monthly at 1115 Venice Blvd., Los Angeles, California. FItzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 for 1 year or 3 years for $2.00. 25c per copy.

WURLITZER

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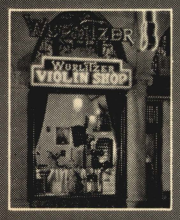
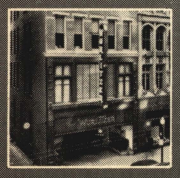
IN THE AUTOMATIC
PHONOGRAPH
INDUSTRY THAT

STANDS FOR MUSIC

in the Minds of everybody
everywhere



Los Angeles



Cincinnati

New York

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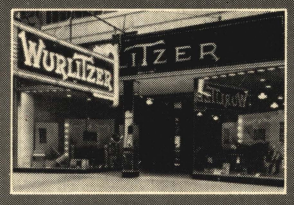

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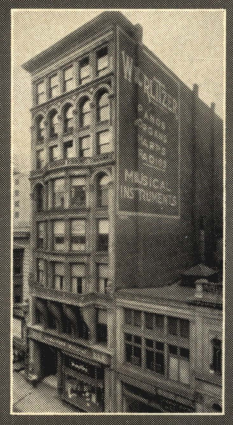

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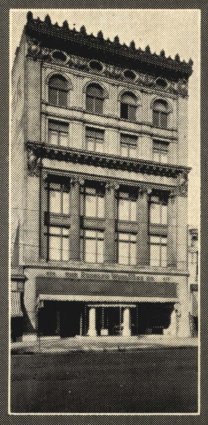
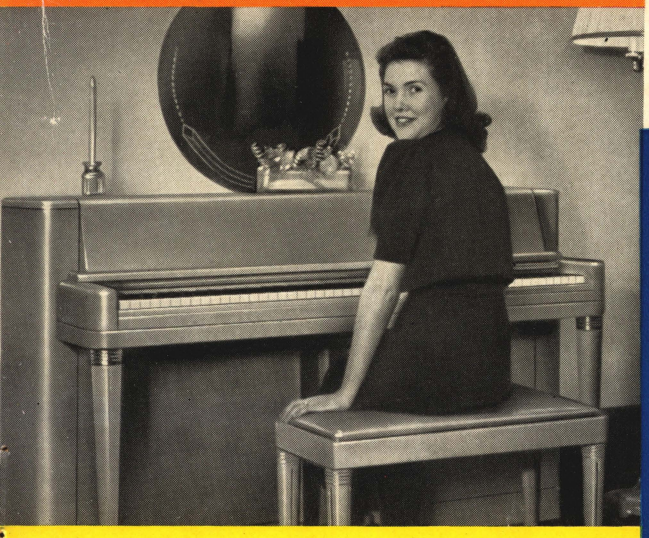


Buffalo

EVERY DAY THOUSANDS OF PEOPLE PATRONIZE WURLITZER MUSIC STORES IN LEADING CITIES

WURLITZER IS THE WORLD'S LARGEST MANUFACTURER OF ACCORDIONS



WURLITZER IS ONE OF AMERICA'S LARGEST MANUFACTURERS OF PIANOS

Let Wurlitzer's FAMOUS NAME

GET AND HOLD THE BEST LOCATIONS FOR YOU

HERE'S WHY LOCATIONS DEMAND WURLITZER PHONOGRAPHS

.... WHY PEOPLE WANT WURLITZER MUSIC

MAGAZINE AND NEWSPAPER ADVERTISING ON WURLITZER PIANOS, ACCORDIONS AND RETAIL STORES MAKE THE NAME "WURLITZER" AND "MUSIC" SYNONYMOUS

MILLIONS OF PEOPLE ARE THRILLED WITH THE MUSIC OF THE MIGHTY WURLITZER ORGAN IN THE WORLD'S LEADING MOVIES

WURLITZER SCHOOLS OF MUSIC GIVE INSTRUCTIONS TO THOUSANDS OF BOYS AND GIRLS

WURLITZER STUDENT BANDS ARE KNOWN FOR THEIR PUBLIC APPEARANCES FROM COAST TO COAST

MODEL 800

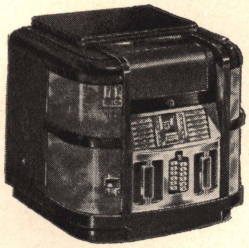
The Prestige of the Name WURLITZER

FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS, MAKES TOP LOCATIONS EASY TO GET - COMPETITIVE MACHINES EASY TO REPLACE - AND THIS MEANS GREATER PROFITS FOR YOU

PRINTED IN U.S.A.

ROCK-OLA

The Magic Name in Music



The Rock-Ola Junior

Mighty midget money-maker! Only 24" wide, 21¼" deep, 22" high, the JUNIOR is opening up new profitable spots for enterprising operators the country over. Stop in at those small places you've been passing up. The JUNIOR is made to order for them . . . and the hidden profit possibilities will amaze you!

See Your Rock-Ola Distributor Today!

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SAN DIEGO
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235 West F Street

PORTLAND
COAST AMUSEMENT COMPANY
1932 West Burnside
Broadway 1517

SEATTLE
NORTHWEST SALES
3144 Elliott Avenue
Garfield 0460

SPOKANE
STANDARD SALES COMPANY
177 South Post Street
Maine 4904

DISTRICT MANAGER
GEORGE MURDOCK
Hotel Ritz
Los Angeles California

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September, 1940

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On the Cover:

Suzette Greenville, popular Western Model, was selected by Dick Whittington for the pose to grace the front cover of this Patriotic Issue. Suzette likes yachting better than etchings and if you invite her "Down to see Your Yacht" it's 100 to 1 she'll take you up.

NOV. 18-19-20

THREE DATES TO REMEMBER! THE 1940
WESTERN STATES COIN MACHINE CONVENTION
HOTEL BILTMORE — LOS ANGELES

DAVAL'S

AMERICAN EAGLE

WORLD'S SMALLEST BELL WITH FREE PLAY TOKEN AWARD and GUM VENDER

WORLD'S GREATEST MONEY-MAKER!

10 FOR ONLY $275

SAMPLE $32.50 BALL GUM MODEL $2 EXTRA

10 DAYS FREE TRIAL

ALL DISTRIBUTORS WILL ALLOW 50% TRADE-IN AFTER 90 DAYS USE!!

DAVAL, 2043 CARROLL AVE., CHICAGO

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Herb McClellan Company
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2833 West Pico Boulevard

Mac Sanders
2837 West Pico Boulevard

Charles Washburn
1511 West Pico Boulevard

Mohr Brothers
2916 West Pico Boulevard

San Francisco Distributors

●

Advance Automatic Sales Co.
1021 Golden Gate Avenue

Golden Gate Novelty Co.
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Portland Distributor

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Western Distributors
1226 S. W. 16th Avenue

Seattle Distributor

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Western Distributors, Inc.
3126 Elliott Avenue, W.

TRIPLE YOUR EARNINGS!

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Check your collections and re-sale values! That's the proof of Gottlieb superiority!

Almost a winner with every shot!
"Come-On" galore!
8 Ways to Win!

Only **$104.50**

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HOT DIGGITY!

RAPID-FIRE nets $10 to $20 daily!*

* BASED ON ACTUAL OPERATOR'S REPORTS

ALL PLAY, no work! Gun supported on post, quickly adjustable by player to comfortable shoulder position. Gun swivels 2 ways. Front sight illuminated by beam of light—a definite aid to skill. 100 **SHOTS IN 15 SECONDS.**

SUBMARINE TARGET sails back and forth, diving at mystery intervals and suddenly popping to the surface again—most thrilling skill challenge ever created.

REALISTIC WAR scene depicts battleships in action, bombing planes power-diving across a battle-red sky. Cannon on submarine spits red fire when hit.

Yes... $10 to $20 daily net profit! That's what RAPID-FIRE machines are earning from coast to coast... smashing all collection records in the amusement class!

Remember... every nickel you scoop out of a RAPID-FIRE cash-box is profit —not a penny deducted for awards! No awards are needed. People play RAPID-FIRE for the thrill of banging away at the diving submarine—at a rate of 100 shots in 15 seconds!

See RAPID-FIRE in action and you see why RAPID-FIRE is the greatest money-making opportunity in amusement history. Get in on the ground floor. Start a RAPID-FIRE route now!

See your nearest distributor or write or wire direct to factory.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

Bally RAPID-FIRE MACHINE GUN WITH DUCKING, DIVING SUBMARINE TARGET

First to Sign

FIRST TO SIGN: H. A. (Hum) Brocamp, General Manager, Rodney Pantages, Inc., Hollywood, California, signs the first contract for display space at the Western States Coin Machine Convention to be held at the Los Angeles Biltmore, November 18, 19 and 20th as Arsene Pernetti, sales representative, looks on approvingly.

Said Brocamp in signing: "It is only natural that the pioneer firm in the Wired Music field should be right on its toes and lead the list when it comes to signing for space at the big November Show. We'll have a complete display of Maestro equipment in our showing and we look forward eagerly to demonstrating the merits of Maestro to the music operators of America during the three day Exposition."

COAST SHOW INTEREST TERRIFIC

Big Names Sign for Displays at Show

LOS ANGELES — Colossal, stupendous, and extraordinary seem inadequate to describe the tremendous interest in the 1940 Western States Coin Machine Convention to be held at the Hotel Biltmore in downtown Los Angeles on November 18, 19 and 20th.

A full program of events has been planned to keep every visitor fully entertained during his three day sojourn in Los Angeles. Prominent civic organizations are co-operating in arranging entertainment that will send visitors home with a song on their lips that "Los Angeles really knows how to do it."

The main feature of the 1940 Convention will be the big exhibit of various types of coin-operated amusement, service and vending devices in the spacious Galeria Room of the Biltmore. Exhibits will open at noon on Monday, November 18th and continue through until Wednesday afternoon.

Hundreds of machines never before publicly displayed or offered will be in the Show. Western manufacturers who have never showcased their products anywhere in the United States have purchased heavy space to really tell the nation's operators just how good Western made equipment is.

First to sign for display space was Rodney Pantages, Inc., manufacturers of the Maestro Wired Music System. Closely following this reservation was one from the Associated Operators of Los Angeles County. Others include E. C. McNeil, Inc., for National Vendors, St. Louis; Columbia Recording Corporation for Columbia and Okeh records; Voca-Tele Company, Inc., Hollywood; Visual Vendor, Inc.; Phonette Corporation of America; Jean J. Minthorne for Rock-Ola; Art Freed for the Rudolph Wurlitzer Company; Hermie Cohen for the Hamilton Manufacturing Company, Minneapolis; Wolf Sales, Inc., San Francisco, and others. Dozens and dozens of inquiries for additional information attest to the tremendous interest the Coast Show holds all over the country.

During the month of September and October over 200,000 pieces of advertising material are being distributed to operators, jobbers and distributors all over the United States, Canada, and Latin American countries to promote attendance at the November Convention. Flashy window cards, colored stuffers, enclosures, and a half a hundred other advertising specialties are being used to bring an unprecedented attendance to Los Angeles for the 1940 Edition of the Western States Coin Machine Convention.

On Tuesday noon the industry will stage its first Celebrities Luncheon in the Music Room of the Biltmore. Dozens of celebrities of stage and screen will scrap for radio time with the big wigs of the industry. J. Charles Davis, a showman of repute and one of the foremost producers of motion pictures back a few years and now connected with THE REVIEW, will be chairman for the event and bring together a program that would cost at least $15.00 per copy on any theater stage. This event is slated for 12 noon on Tuesday and exhibits will not be open

until 2 p.m. to allow everyone time to attend this big affair.

Then on Wednesday night comes the Annual Ball and Banquet . . . the one big get-together of the coin machine year in the West. This event will be staged at the Wilshire Bowl in the Miracle Mile of Los Angeles on Wilshire Boulevard. Here Phil Harris, recording artist, and his bandsmen will share the spotlight with a topnotch 8-act Orpheum time floor show booked by Lou Dorn, Hollywood's ace talent scout. Two full and completely different shows are scheduled for the evening that would rate a $2.20 ticket each at any legitimate house in the United States. In addition Harris and his Band will be featured on a 30-minute coast-to-coast network program on the Mutual network during which the coin machine industry will be given a plug that never has been done before even in the big Chicago Show.

Tanner Motor Tours have arranged special visits to the radio and motion picture studios for wives attending the Convention with their husbands. In addition the Hotel Biltmore is arranging a special Tea with special entertainers for the women in attendance at the Convention. The full program, places and hours, will be posted in the main entrance each day.

So it's ON TO THE SHOW AND CONVENTION. The COIN MACHINE INDUSTRIES, INC., have given their approval as have dozens and dozens of operating groups throughout the country. Advance inquiries at the Hotel Biltmore signify the interest in the 1940 Show so we say PLAN NOW TO ATTEND. You'll see machines that will not be displayed elsewhere. Be ninety days ahead of your competition by attending the 1940 Show and Convention at the Hotel Biltmore on November 18, 19, 20th. ◆

Mills Invites Nation's Operators To Movie Machine Hollywood Preem

HOLLYWOOD — September 16, 17, 18 and 19th will be red letter days in Hollywood when James Roosevelt and Fred Mills play host to thousands of operators, jobbers, distributors and screen celebrities and the new Mills Panoram Movie Machine is first displayed to the trade.

The affair will be held at the Hollywood Roosevelt Hotel and advance information states it will be a "gala old time Mills party that will top any of the parties Mills used to throw back in the old days."

Said the first announcement coming out of Chicago over the pen of Fred L. Mills, president of Mills Novelty Company:

"On September 16-17-18-19, 1940, Mills Novelty Company is holding the Grand Premiere and Four Day Exposition of its Panoram Movie Machine and 'Soundies'. The place is the Hawaiian Blossom Room of the Hollywood Roosevelt Hotel, Hollywood, California. It will be a real Mills party and every coin machine operator in America is invited to attend. Please write our Sales Department, 4040 Fullerton Ave., Chicago, Ill., for your personal invitation which will be your admission to this four day round of education, inspiration and Hollywood gaiety and entertainment. We have prepared a tempting program for the four days and I guarantee you won't be disappointed.

"Since my association with James Roosevelt in the making of films for the Mills Panoram, I've been asked a thousand questions each week, about its size, its looks, its method of operation, and I'm now happy to tell you that we have all the answers ready with the machine doing the answering for itself. You're more than welcome at this Great Show and Mr. Roosevelt and I will be thrilled to greet you personally in Hollywood on September 16-17-18 and 19."

The four day affair will be held in the Hawaiian Blossom Room of the Hollywood Roosevelt hotel. On Monday, from 1:30 to 5 p.m. its "Meet Jimmy Roosevelt Day" with a big reception for members of the press and leading motion picture stars at 8 p.m. in the evening.

Tuesday from 1:30 to 9 p.m. is "Panoram and Soundies" Day. Soundie Starlets of 1941 will be presented as well as an entertaining feature entitled "Be Your Own Casting Director."

Wednesday afternoon and evening is given over to Photograph and Radio. Have your picture taken with a celebrity. Try out your radio voice. And then on Thursday, in addition to the regular showing, there will be special Hollywood visits arranged for out-of-towners. All through the four days Mills will provide refreshments, buffet, entertainment and special exhibits. ◆

Bally Doubles Gun Production

CHICAGO—"The government arms program has nothing on us," commented Ray Moloney, president of Bally Mfg. Company, discussing the outlook for fall business. "We have already been forced to double our gun production and are getting ready for another increase in output. I am referring, of course, to the Rapid-Fire machine-gun, which is proving to be the most sensational hit we ever created. Please tell the many operators who are clamoring for delivery that we expect to be in a position to take care of all orders immediately right after Labor Day, when another big section of the plant will be turned over to Rapid-Fire production." ◆

It's

VACATION TIME

and following our regular practice the offices of the COIN MACHINE REVIEW will be closed from

Sept. 12 to 30

so that the entire staff might enjoy the same vacation period.

The REVIEW'S Gift Shop will remain open at 1115 Venice Boulevard from 9 a.m. to 5 p.m. daily.

SO MANY THINGS TO DO AT THE HILTON HOTEL—LONG BEACH!

Entertain Your Southern California Clients in the Hilton Hotel's famous Sky Room Terrace—Dining and Dancing Nightly to Smart Music and Entertainment. No Minimum or Cover Charge. Golf, Deep Sea Fishing, Tennis, etc. Hilton Hotel Rates Begin at $2.50 daily.

HILTON HOTEL

AND AWE-INSPIRING SKY ROOM

The Lost Padre Mine

A Nigger Jim story based on actual experiences of the author with one of the strangest characters ever encountered. A real person who figured very prominently in the history of Arizona.

by Parker Dunn

This story had its beginning on the set of one of the Hollywood studios. It drifted down on the wasteland that is Terminal Island for confirmation and had its culmination on a mountain peak of the Winchester Range in Arizona one moonlit night. *You* may think it poppy-cock; the wild figment of a hopheaded scenario writer. I wouldn't give a "Tinker's Damn"; I know it to be true and I KNOW WHERE THE LOST PADRE IS and some day I'm going there.

But to get on with the story which I was foolish enough to tell Paul Blackford one day and which he got me to promise to write. Here it is.

Several years ago I was doing some special work for a moving picture company; work involving the technical details of a story about which the studio knew less than nothing and was willing to pay plenty to see that it appeared accurately on the screen. I got the job because I'm one of those fools who visit out of the way places and see things others read about. Because I could, and would, (for a consideration) show their hammy actors how to wear a gun and walk through a scene without offending the honest-to-God people who made the Southwest what it is today—they never would have if they had known what it turned out to be—but that's another story.

I'd had my fill of the "hero" who was afraid of a horse and did not know which side to use in climbing aboard; who was emulating one of the real men of the old days and was himself a fairy of the first water.

I was slumped down in my Assistant Director's chair waiting for the union to get a seventeenth assistant electrician to move a few lights; the cameraman to make a new set-up and, oh, a dozen other jobs. In a chair next to me dropped a Page From the Past. Grizzled and dirty he was; but real. I knew by the way he pulled the makin's from his pocket and proceeded to roll a Bull Durham, he was no phony. Perc Westmore could never build a make-up such as he had naturally. He finished rolling the cig, lit it and dragged the smoke clear down to his heels, sighed, then, somewhat doubtfully, passed the sack and papers over to me. Without so much as a word I took them and rolled one, single handed, gave him back the makin's as I snapped a light with my thumbnail.

He nodded his big head slowly. Massive as it was and with leonine gray hair and a broad brow underneath which clear eyes looked out unafraid at a world that had passed him by.

"I knowed it, Pardner. The minute I walked on the set I knowed you belonged. Where you hail from?"

"Out yonder," I waved vaguely in the general direction of Mexico. "What brings you here? You're no actor."

"Hell, no! But don't tell them guys. They think I am and I've got to get some dough together to find a lost mine an old Injun squaw told me about. The pay's good and the work's easy."

I nodded. The old codger had a story and I wanted it.

"How much you need, Pardner?"

"Coupla hundred. I got a Greaser that'll take me there if I can show him some color."

"You've got it, if your story rings true. Spin it."

"You mean it?"

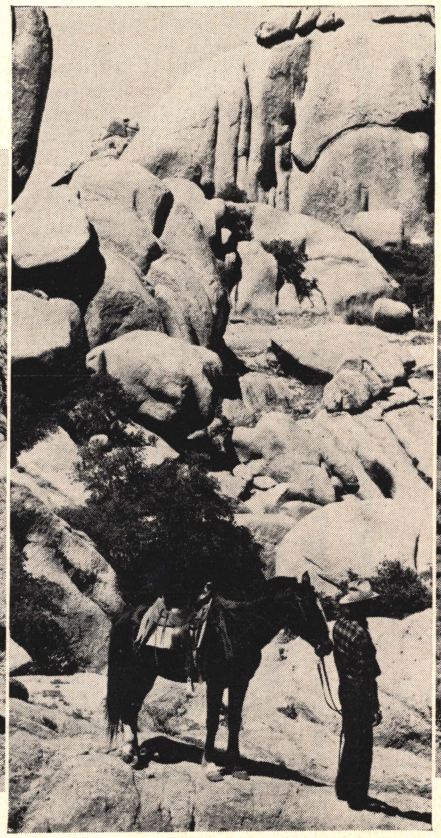
He turned and looked me through and through and I'd hate to have lied to that old boy. I nodded, stuck out my hand and we shook.

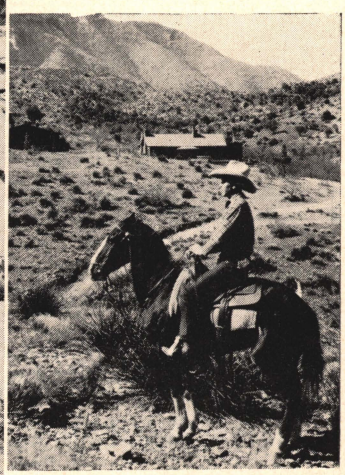
"Ever hear of the Lost Padre Mine?" he began. "NO! Well most folks ain't but you kin find out some about it in the books down at the library. Here's the set-up.

"Long afore the white man came in and spoiled the country the Mex had a mine back near what's now the California-Arizona line, and it was rich. Richest mine ever known. Gold leaf hangs from the walls of the shaft. All the gold vessels of the Mission Churches an' the gold the priests had on their robes come from the Lost Padre.

"Story goes an old priest worked it with Indian labor. When the whites started pourin' into the country he decided they must not find it so he called all the Indians in for a sorta pow-wow. Got 'em in the mine and killed 'em all an' sealed up the shaft. First, though, he took all gold vessels from the Missions an' stored 'em there for safe keepin'."

It was while hunting in Arizona I ran into Nigger Jim who told me again of the Lost Padre mine. These pictures were snapped on the route to the mine. I didn't go close but some day I'm going back and go in. Who knows what might happen.





"How did you get on the trail of it and what makes you think there is any truth to the story?"

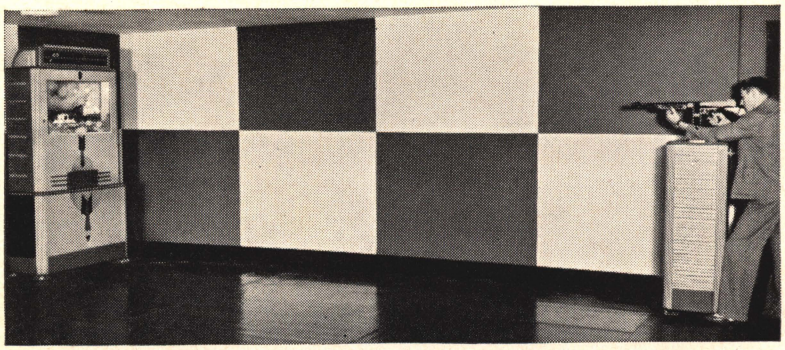
"This squaw I was tellin' you about. It seems one of the Indians suspicioned somethin' was up and made his get-a-way. The story was passed on from generation to generation. This Greaser I'm countin' on to take me there knows about it. He's been there. Went up with three other Greasers an' a nigger an' come back alone. His old car was shot full of holes but nary a mark on him. Some thinks he found the mine all right an' killed off the rest so's nobody would know about the mine but him."

"Looks like you're taking a pretty long chance if he is that sort of fellow," I remarked.

"Me! I kin take care of myself. Been doin' it for over fifty years an' no Indian or Greaser ever's got the best of me yet."

After the work at the studio was over I took the Old Timer and we drove out to Terminal Island where in the middle of a God-forsaken wasteland the "Greaser" lived in a squalid adobe shack. No amount of persuasion on the part of the Old Timer or display of readiness to finance the trip on my part would induce him to guide a party back there.

Yes, he'd been there, seen the mine. No, he had not been inside the shaft. They had found it all as described. Inside could be seen the gold hanging from the walls; the dead Indians lying in rows, but inside was Death. His companions went in; never came out. As he stood at the opening of the shaft waiting for them the Black Death, "The Curse of the Padres," he called it, came over him. He lost consciousness; when he came to he was back in camp not knowing how he got there. Nothing on earth would take him back to that spot.



Bally Rapid-Fire ray-gun with diving submarine target in a night-club location near Chicago. Earnings are said to rival those of pay-tables.

That was that. The story was fantastic; wierd; impossible. The Old Timer and I parted never to meet again. But before he went his way he gave me what brief directions he had as to how to locate the Lost Padre which history showed actually did exist long ago and in approximately the place he described.

I tried to forget it but somehow the memory of that mine kept coming back to me and would not let me be. But I never looked for it.

Years later I was hunting in Arizona. We had made camp on a peak of the Winchester range. It was a beautiful moonlight night and below us the valley lay like a lake of shimmering sand. On the other side of the basin towered the Dos Cabezos Mountains and Mexico. Afar a coyote made weird music and in the distance his mate answered with the age-old mating call.

We had finished our supper and were sitting there smoking when I thought of the Lost Padre Mine. We were, according to my information, in the region where it was supposed to be, if it existed at all. I made mention of it to Nigger Jim, my guide and friend.

Now Nigger Jim was a famous character in Arizona, New Mexico and Mexico. Black as the Ace of Spades and straight as a ram-rod, he claimed to be over a hundred (the records proved him to be past eighty) he could vault into the saddle without so much as laying hand to horse. A dead shot, he did not know the meaning of fear. Tombstone knew him well in its Hell-roarin' heydey. Wyatt Earp, the Clantons, Billy the Kid, Doc Holliday, Curley Bill, he knew them all. There were thirteen notches on his gun and he claimed to be "wanted" in seven states.

No matter. He was a man and loyal to his friends. That he had killed many men and would kill again mattered not. It was due to the code under which he had been raised. He guided Miles when Geronimo was captured, drew a pension from the Government and each month marked his X on the check when it came in to the Post Office at Wilcox, for he could neither read nor write.

Now he rolled and lit a cigarette before he spoke. Then:

"What do you know about the Lost Padre, Parker?" he asked.

I told him the story in more detail than I've given here. When I had finished he did not say anything for a long time. At last he asked a question which seemed at the moment to me irrelevant. "That Greaser you talked to, Parker, is he still alive?"

"As far as I know, Jim. Why?"

"I aims to meet up with him again some day. You see, Parker, I'm that nigger he left for dead in the shaft."

So I got the third link in the story of the Lost Padre Mine. It checked in every point with the others. Jim, the Greaser, and three other Mexicans, had gone in search of the mine. They found it with little difficulty and

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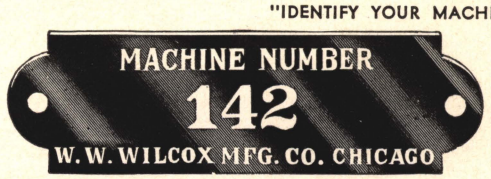

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he gave me the directions readily enough. They were the same as those the Old Timer had given me.

The entrance to the shaft was blocked with rocks and when they cleared these away Jim and the three Mexicans prepared to enter. The Greaser hung back, made a pretext of going back to the car to get something. Jim was at the entrance of the shaft when he heard a shot. Turning he saw the Greaser methodically bumping off the Mexicans. One was already down, the other two were returning the fire which explains those bullet holes in the car I mentioned. Finally all there were dead. The Greaser jumped in his car and drove off. Evidently his idea was to desert Jim or come back later and take him by surprise, kill him and have the gold of the Lost Padre all to himself.

Jim made sure the Greaser was gone, he could see the car for miles as it streaked off across the desert, then he entered the shaft.

"The wall was lined with gold, Parker. It hung like curtains an' you could tear it down by hand. Pure, virgin gold it was. A man'd never want for money again if he had that. The dead Indians were all there right enough. All layin' in rows where they'd been shot down mebby a hundred years ago. An' they was all kinds of gold statues an' vessels from the Missions. I never saw nothin' like it afore an' that ain't all; I never will again. Gold, solid gold, millions there must a been. Then, I don't know no more'n you do what happened, but I felt myself passin' out. I tried to cry out though I knew there wasn't nobody there to hear me, but no sound come. I tried to walk or run back to the open air but my legs just wouldn't move an' things got blacker an' blacker an' it seemed like I was chokin' an' that's all I remember.

"When I come too it was night. I'd gone in early in the mornin', an' I was layin' mebby a hundred yards from the shaft. THE ENTRANCE TO THE SHAFT WAS CLOSED. Rocks was all piled up like when we first found it. But they weren't no human bein' around. No tracks or signs. If they had a been I'd found 'em for they ain't a better tracker than Old Jim.

"I'd a thought I dreamed it all if it weren't for the dead bodies of them three Mexicans layin' right there where the Greaser had killed 'em. That's all. I got out of there in a hurry an' I ain't never been back. I ain't never goin' back neither. But some day I aims to meet up with that Greaser."

No amount of persuasion on my part could change Jim's decision to have nothing more to do with the Lost Padre Mine. No amount of money would induce him to guide me there. He freely gave me directions which checked absolutely with those of the Old Timer. But Nigger Jim was content to let the gold of the Padres remain where it was, guarded by the bodies of dead Indians and the eternal silence of the mountains.

I've still got the rude map he sketched that night by the campfire there in the Winchesters. I've still got the directions given me by the Old Timer. Maybe some day I'll take time off and try to find that mine with its gold leaf and solid gold statues and vessels; its dead Indians guarding a secret of the past. Quien sabe? ◆

• •

Teacher: "Johnny, if your father could save one pound a week what would he have?"

Johnny (promptly): "A wireless set, an electric refrigerator, and a lot more furniture." ◆

The swellegant Colonial Dining Room of the swanky Wilshire Bowl will resound to the merriment of hundreds and hundreds of operators, jobbers, distributors, manufacturers and their parties on Wednesday evening, November 20th, when the Colossal Ball and Banquet is staged. A floor show that would make the old time Orpheum look sick will be provided, plus a 30-minute coast-to-coast Mutual broadcast. Phil Harris and his Recording Band will provide the dance ditties. The Coin Machine folks will have the Bowl as their very own on an exclusive arrangement with the management.

Baker Appoints New Western Representative

CHICAGO—Harry Schifren, veteran coin machine salesman, has joined the Baker Novelty Company. Schifren, who has been traveling and selling coin-operated equipment for many years, has an enviable record for getting business and at the same time enjoying the respect and admiration of his customers. He was formerly connected with the Exhibit Supply Company.

Schifren will open headquarters in San Francisco and represent the Baker Company on the West Coast. H. L. Baker, president of the Company, announced to the trade that this is another step in their program to place capable and well liked representatives in the field for the purpose of offering a closer contact between distributors and the factory, and in this manner give the customers the best of service, and create good will. ◆

• •

"Are you secretly married to her?"
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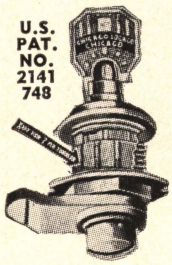

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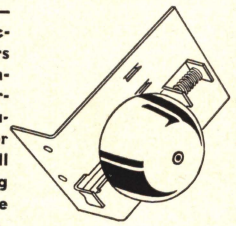

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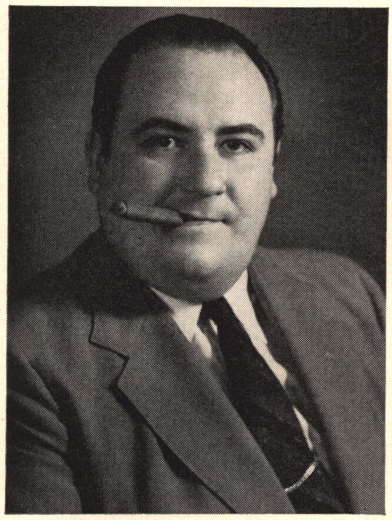

Off THE RECORD

- **Show Holds Nation's Spotlight**
- **Tremendous Entertainment Program Planned**
- **Bar Boxes Hold Attention**
- **Mangan's Tune Gives Industry Valuable Publicity**

By PAUL W. BLACKFORD

● NO SIR! The mug cut at the top of this department does not mean that yours truly is attempting to steal the thunder of a prominent in the Coin Machine Industry. It so happens that I enjoy half a dozen or so stogies a day and when our official photographer, Bernard Merge of Mott Studios, caught this pose he snapped it. Others in the office liked it, so for this month at least, we're sharing it with you.

● The most important news in Coin Machine circles in the West today are the plans for the stupendous 1940 Western States Coin Machine Convention to be held at the Los Angeles Biltmore on November 18, 19 and 20th. Nothing will be left undone to make this the biggest gathering of coinmen ever staged in the West.

Within 6 hours after the first announcements reached prospective exhibitors 25% of the total number of booths were sold. Never before has there been such a testimony to the staging of a Western Show. Since then reservations, tentative and otherwise, and scads of requests for information definitely assure us that the 1940 Show will not fall short of our promises . . . the biggest, most lavish and most spectacular Show ever held in the Golden West.

Entertainment will not be lacking during the three days either. On Tuesday a magnificent Celebrities Luncheon will be held in the beautiful Music Room of the Biltmore. Big names of the movies, radio and stage will break bread with the big and little of the Coin Machine Industry. This event is being supervised by J. Charles Davis of the advertising department of our publication. Davis is no novice in the entertainment field. A while back he had one of the most profitable independent movie companies in Hollywood supplying westerns in endless chains for the hicks in the stix. For over ten years he has been on the radio twice a week with a program that has one of the biggest sportsmen followings on the Pacific slope. Besides that he's staged a flock of big events, emceed them himself and otherwise made them tremendous successes. He will handle the entire arrangements on the Luncheon and bring together a program that would cost thousands of dollars in the theatre.

Then on Wednesday night comes the night of nights . . . the Annual Ball and Banquet of the Coin Machine Fraternity. Staged in the swanky Colonial Room of the Wilshire Bowl in the Miracle Mile of Los Angeles this event will put all past ones into the "gone and forgotten" class. The industry is taking over the Bowl exclusively for the night. Phil Harris and his Recording Band will provide dance tunes from 7:30 until 2 a.m. An 8-act big time vaudeville Show by Lou Dorn, plus a 30-minute coast-to-coast broadcast will punctuate the evening. Read about these events in other columns in this issue.

● An orchid to the other trade papers in the industry for the help they are giving in publicizing the Western Show. Clippings will be made of the publicity appearing in all publications and publicly displayed in the foyer of the Show so that operators might know the publications that are really devoted to their own best interests. When you come to the Show be sure to see the "These Publications Helped Build This Show" display in the foyer.

● Wall and Bar Boxes are in the spotlight of operator favor the country over. The tremendous interest in Boxes has spurred manufacturers on to new and unusual heights until today an operator can get a Box to do almost anything he desires it to do.

For example there is a box that has a personal intimate speaker which delivers a tune only to the patron inserting his coin. If others in the spot wish to hear the same number they must insert a coin in the box closest to them. Three manufacturers are now offering this Box and meeting with considerable success in its sales.

Then there is a Box shortly to be announced exclusively in this publication which will give an added push to the Wired Music field. This Box is equipped with a speaker unit and when a patron deposits a coin the operator asks the number only through the unit in which the coin was placed. This individualization of the personality of Wired Music is bound to increase sizably the gross returns.

This is only the beginning. We've examined fifteen or twenty other new ideas developing in the West in the past two weeks. There can be no doubt but what this territory is on the very verge of the greatest coin machine manufacturing activity it has ever experienced. Dozens of these machines will be shown for the first time at the November Show and we know thousands of operators from all parts of the nation will be on hand to get a 90-day jump on competition by seeing them FIRST in the Western Show.

● Considerable space in this issue is being devoted to Jimmie Mangan's new patriotic ditty "We're All Americans—All True Blue." Here is a very fine number by a peach of a fellow in our own Industry. Broadcast Music, Inc., has complimented Mangan and the whole Coin Machine Industry by selecting this tune as their patriotic number from hundreds submitted. We are plenty proud of the fact and you should be too. Show your appreciation by putting the Bluebird recording of this number on all your machines. It will catch on right way . . and even though it doesn't, leave it there. It deserves top berth on your record stack.

● When this book reaches you we'll be up in Alaska, eating salmon, killing polar bears, chopping down Totem poles, examining (?), etc. Sounds like we ought to have plenty to talk about when we get together in this same space next month. Adios. ◆

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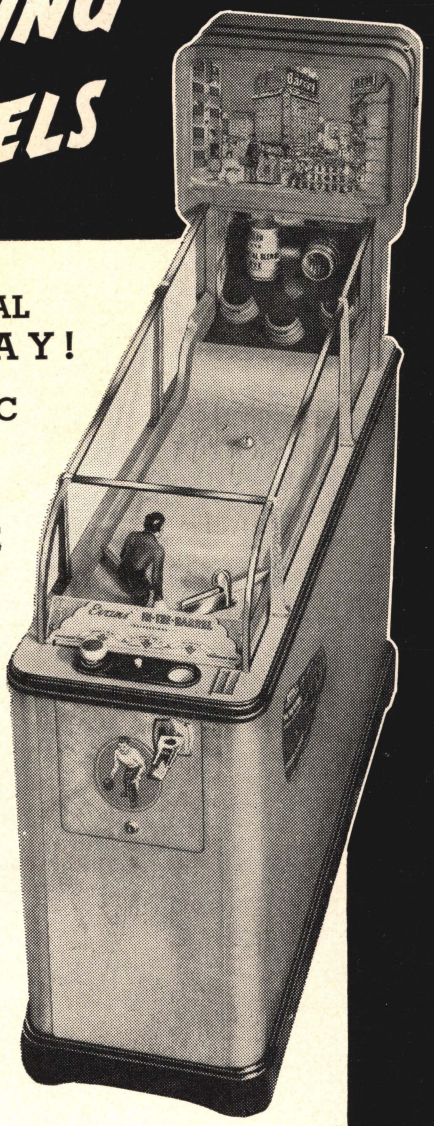

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New York

RAIN WATERS DOWN OPS . . . NEW MEMBERS FOR ASSOCIATION . . . DEMAND FOR FOREIGN RECORDS PUZZLES . . . GASPARRO OPENS

By IRVING SHERMAN

NEW YORK, (RC)—Ahoy mates! Rain and nothing but rain in little ol' New York! Sloshing through the floods, we caught Charlie Lichtman, back as a distributor and telling us the water was fine. Charlie vows he's got what it takes, so fellers just follow the green line and you'll hit the spot.

Irving Sherman

Larry Serlin, cigarette op, formerly in the banking business, now doing all right counting his own cash. It was Larry who came up with the prize suggestion of the month at the CMA meeting. How about machines where operators can spot their collections and then have the banks pick them up? Credit would be given and all machines would be permanent fixtures with safety lock and electric cell protection.

Welcome to the ranks: The phonograph crowd has handed a glad mitt to Al Botkin, Richmond Hill, Kingsboro Music Company, Brooklyn, and Master Automatic, also from Brooklyn. Lots of luck, fellers.

The boys were sorry to see Irving Wilestein, cigarette op, quit the business. A quiet chap, Irv had become a CMA officer and always had a suggestion for the promotion of the general welfare. Irv expects to get into a field that will get him home nights.

The phonograph picture is a bit ironic. With the word "foreign" suggesting brimstones and hellfire, ops are finding that more foreign language records are being played that ever before. Some stops want nothing else but.

My! My! Who is this that dazzles us despite the inundation of the heavens! None other than Bill Peek who came down to take the town by storm with a clear Havana and ye old gardenia in the same old spot. Bill lately up and confessed that he's from Texas where they shoot 'em the hard way. Incidentally, Bill is on the lookout for new routes so if you fellers know of anything, there's the tip.

Lou Rose back in town, round and chubby like an umpire. Also Mike Munves, Al Glickman, Charlie Engelman, Mike Lascari, Matthew Forbes (CMA exponent) and Babe Kaufman, the Babe dishing it out as usual.

Bob Hawthorne, major domo of the CMA, is thinking of getting another plane.

Listen to this one: Abraham Winburn, resident of Brooklyn, and not in the business, has just received a patent for a cigarette package which grows smaller in size as cigarettes are removed. The package has been so constructed that its wrapper adjusts itself to the remaining cigarettes and fits snugly. Ain't that something!

That was a nice sendoff the New York ops gave Tony Gasparro, named representative of Weston Distributors, Inc., in New York. Tony has a lot of friends in this town having formerly been general manager of a coin machine outfit in Manhattan.

Miss A. M. Strong, chief of the G. V. Corporation, distributors for Du Grenier's Adams Gum Vendors and Adams Gum, has switched to new and larger quarters at 33 West 46th Street, New York City. It's a swell layout, with nice office and storage quarters and ops will find Miss Strong a very nice person to meet.

Skyfighter and Phonovision have the local ops ga-ga. Keeney Wall Boxes and Capehart Selector are two more reasons why the coin machine trade is one of the fastest moving and the most progressive in the country.

What's the Draft going to do to the coin machine business? Now that it's practically a law it's a matter for serious thought. Spokesmen who were contacted in this territory lean to the conviction that little business will be lost, but that the nature of the games, to get the play, must be in harmony with the times, as witness Skyfighter, etc. In other words, more war and shooting games, which means a pretty safe gamble for future operation.

As soon as you get that chance, drop down and say hello to Mac Perlman, who just opened up the Metro Music offices along Coin Machine Row, 10th Avenue and 42nd Street. Acme Sales is right next door and Sam Kressberg of East Coast chips in that if you're that close, he's no orphan. Marc Munves adds that there's always room for one more so there's an itinerary, as they say in the Bronx.

A postcard from Joe Hirsch about Lake George. That's a pal for you. Here we're soaked and can't even raise the periscope to find out what time it is and Joe writes about a lake! So that's why they shoot duck in the rainy season. See you again. ◆

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The Biggest Show Ever Staged in the West
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Owl Mint Hails Bally Gun

BOSTON—"Never saw anything like Bally's Rapid-Fire machine gun for big steady profits," says Ed Ravreby, Owl Mint Machine Company, this city. "After all, you expect a machine of this type to make money, but you don't figure it will beat pin-games. And that is exactly what Rapid-Fire is doing—busting the best pin game records I've ever heard about. Repeat orders are coming in so fast that my problem is getting delivery fast enough to keep the boys happy. However, I understand the factory has doubled production, and New England operators will be sure of immediate delivery at once."

PACIFIC Northwest

OPS RESPOND TO GUARD CALL . . . WOODS TEACHING 600 TO FLY . . . MARRIAGES, NEW CARS, NEW HOMES, STEAL THE SHOW . . . VICTORIA IS SWEET OPERATING UTOPIA.

By LOUIS KARNOFSKY

SEATTLE, (RC)—Step aside, Orson Welles, and make way for a real genius. An astounding young man with a versatility that is positively breath-taking is William Fiset, telephone operator at the Coin Machine Exchange. Bill not only handles the switchboard calls of some fifty operators but a couple of hundred business firms as well. The telephone board work, however, is just a small start to the labyrinth of this 19-year-old youth's amazing activity.

Louis Karnofsky

He owns and publishes the "Seattle Scene," a monthly publication for women, besides doing all the art work and makeup. He is about ready to go with a new one called "Fifth Avenue News." He knows every publicity man, advertising executive and newspaper man of any significance in Seattle. He is well-versed on about any subject you may care to bring up, and his conversation is an individual display of wit and brilliance.

Shadows of the National Preparedness program cast their slants at a trio of Northwest coinmen last month. Fred Dehlinger, formerly with Chet King, accepted a Civil Service job at Puget Sound Navy Yard as an electrician. "Ducky" McFarland sent throbs of gloom through his many feminine admirers when he departed to Fort Lewis for National Guard duty. But everything was hunky-ducky by the end of August because McFarland returned; and besides, Phil Shelly, Coin Row's Bob Hope, who subbed for the ducky one, left a trail of laughs as long as the lifeline of the British Empire.

When Bill Woods, the Boise phonograph operator, traveled to Buffalo this spring and bought a three-cabin airplane, Northwest musicmen snickered, "Fancy publicity stunt." When Bill bought another plane, the phono-fiends winked and said: "Colossal! The old boy's got the makings of a Hollywood press agent."

But they've sobered up completely now. Because the mighty aerial arm Uncle Sam is building to weld a steel band around the Western Hemisphere finds Bill playing an important part. He's chief instructor at the Civil Aeronautics Authority's Nampa, Idaho, training school, and has two licensed pilots working directly under him. Beginning the first of November, another training base will get under way at Boise, Idaho, with Bill in charge. All in all, about 600 students a year will complete their courses under the tutorship of the Boise Bomber.

Prosperity Notes—The Van Booths, after returning from a vacation to Yellowstone, stepped out and bought a 1940 Oldsmobile.

Not to be outdone, Music Op Frank Countner invested in a 1940 Pontiac Torpedo, an eight cylinder job that now enables him to get around to twice the number of locations in half the time. In other words, his new Torpedo is "bliss" to ride in and "krieg" to competitors. Countner also states that he is going into the retail music business on a big scale. Formerly, his Eastlake office dispensed with old records at reasonable prices; now he's selling new ones at current rates.

Bill Staed, the music op who is a perfect double for W. C. Fields, is bubbling over with glad tidings. He's expecting a storky addition around the first of the year and is moving into larger quarters to take care of the expansion. Whereupon, Bill plunges on to announce the purchase of a $7,000 home in Montlake, and in the same breath, vigorously denies that he will have to go to Hollywood and double for the original W. C. Fields in order to meet the payments.

Another full-fledged member of the "I Bought a New Car Club" is Bill Smith of Chehalis who added a new Ford delivery truck to his fleet of fast cars.

Add to the list of new home buyers the monicker of Operator Don Waltz. Don has annexed a spacious home on the shores of Lake Washington.

We knew it. We knew it. We knew it. Handsome guys and beautiful gals in this business simply cannot escape the heart-tipped arrows fired by Danny Cupid from behind the altar for any length of time. George Cusick, the Jack Moore smoothie, eluded the matrimonial net set by Spokane and Seattle lovelies, but succumbed to a miss from Portland, and by the time this reaches print he will be wearing the yoke. Donna Krause, a picture of pulchritude at Frank Countner's, resigned to take the plunge, and now Frank and most of Eastlake's citizenry are sad and dejected over the loss of Miss Coin Machine Comely of 1940.

COININGS ON THE CUFF—Olympia's Tim Kelly was an interested attendant at the American Legion Convention at Aberdeen, which brought back poignant memories of the Seven Seas, pounding surf and 12-inch guns. Tim is an ex-gob . . . "I wuz robbed!" cried Red Brower of Aberdeen after a fishing trip to Neah Bay last month. Red used every Ike Walton trick at his command to inveigle a salmon to hang on to his line, but came away empty-handed. The day after he left, the bay had a salmon run.

Coin Row's eye-catchingest evening sight: the brilliantly lighted Mills phonograph against a dark background in Heberling Brothers showroom. . . . A verbal pat-on-the-back to Sammy Sadis who is doing an all-right job for Op Joe Bish. . . . "He who seeketh, findeth." Dapper George Schnabel nods wholehearted approval to that one. Last month, in desperate need of a mechanic, George discovered two top-notchers, and after undergoing a spirited monologue debate on who to hire, put them both on the payroll. The result: George Mahlum, formerly of Hart Novelty, and Frank Hulme, who last worked for Archie Gomel in San Francisco, are now putting it out for Coin Machine Parts & Service.

Ye Gods, what kind of matrimonial timber are we turning out in Northwest Coinland anyway? A local op, whose name we are withholding for embarrassing reasons, said "I do" a short few months ago, and now his bride has left him and gone to Chicago. . . . Operator Frank Pate's sweetheart, Frances Kermeo, flew from Boise to pay a visit to Al Gustafson's Pipe Lake resort. . . . Another flyer from Idaho was Everett's Joe Hart who landed in Seattle—completing his first plane trip.

A Tommy Stamolis to Chet King double play: Dick Morehouse, formerly in Stamolis' employ, is now with King, and George Cohen, ex-Coin Machine Parts & Service worker, is a Stamolis Standby. . . . Improved operating conditions around his home town of Salem, Oregon was the deciding factor in causing Jack Campbell, the Grand Coulee operator, to lock shop at the Dam and return to the old homestead.

The closest thing to an operator's Utopia is being experienced at Victoria, B. C., by three veteran coinmen: Charley High and the Smith Brothers. The European war has caused all military-aged Canadian operators to be drafted for the service, leaving the old-timers at home with the locations. And with the citizenry looking for ways and means to forget the strife, coin

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HEBERLING BROS.

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WARNING!

It has come to our notice that an individual who signs himself as A. W. Dixon is soliciting the coin machine trade for subscriptions to various coin publications. This party is not authorized to solicit for any coin machine publisher and in order to avoid embarrassment, as well as to protect the interests of our contemporary publishers, we want to warn all coin machine people on the Coast to refuse to do business with this party under any circumstances.

games are coming in for a right smart play.

"Reducing by wishful thinking" is the new way of "talking" off pounds now being used exclusively by Mickey Hannon, the ex-pug who made a success at the coin business in Anacortes. Mickey keeps getting fatter and fatter, but continually tells his friends that he is getting thinner by the day until eventually he will be practically a shadow. Two shadows and a half, at the rate you're going now, Mickey.

Calling Review Operative No. 16! Calling Review Operative No. 16! Proceed at once to Portland and check on the strange movements of Lester Beckman. The only time Lester attends to his own service calls are when they originate from Seaside, Oregon, and he has yet to elucidate on whether the calls are from a blonde, brunette, or redhead.

A spectator at the Idaho State Convention at Couer d'Alene, Idaho, was Dick Wellcome, Spokane operator. . . . Another interested observer at the same convention was A. F. McFee of Wallace, Idaho. But McFee arrived through a misunderstanding. He thought it was a get-together of all veterans of the Civil War and he didn't want to miss meeting any of his former war buddies. . . . Bill Olney, one of Montana's top ops, spent a pleasant week in Seattle.

This happened right here in the Northwest, so they say: An operator went into a waterfront location frequented by some of the toughest guys in town. While checking the game's receipts, a free-for-all fight broke out and when the operator had fought his way clear of the place, he discovered he had a prize shiner. Next day a friend asked, "Who gave you that black eye?" Whereupon the op answered, "Nobody gave it to me. I had to fight for it." ◆

Baker Novelty Opens Eastern Sales Office

CHICAGO — The Baker Novelty Company announces that they have about completed arrangements for opening a factory branch in New York City to handle the ever increasing business in the Eastern territory.

H. L. Baker, president of the Company, states that the opening of his New York office is the beginning of a program to put an office in each section of the country so that the firm can work closer with their distributors and render quick and efficient service to users of Baker Built Products.

Harry Hoppe, Vice-President, will install the office and manage it until other arrangements of a permanent nature can be completed. ◆

Guy Noel says—

"I'd like to tell you about a real money-maker BINGO a 1000 coupon game that is one of today's fastest repeating deals. Write me for complete information."

SOLE MANUFACTURER OF 100% UNION-MADE GAMES WITH ALLIED UNION LABEL

Manufacturers of the Largest Variety Line of Sales Cards, Jar Games, Whirling Derby Games, Baseball Daily and Weekly Series, Tip and Jack Pot Games.

WRITE US YOUR REQUIREMENTS

GAY GAMES, INC.

Dept. CMR-8 Muncie, Indiana

A. O. L. A. C. Promotes Public Relations Program in Its Membership

LOS ANGELES — The Associated Operators of Los Angeles County, Inc., under the capable leadership of "Curley" Robinson, managing director, has long laid heavy stress on a well rounded out public relations program. In all meetings of the group Robinson has spent some portion of the time impressing the members of the good to be derived from a planned program.

The last of August the seven points in the program were summed up and printed in an attractive pocket-sized folder and mailed to each of the members to be used as a text book and working manual in putting their own program into high gear.

THE REVIEW reprints the folder herewith because of the tremendous value the material represents to operators everywhere:

THE PERSONAL PRACTICE OF PUBLIC RELATIONS

1. GIVE YOURSELF A BREAK. Remember courtesy, diplomacy, dependability, thoughtfulness, cheerfulness, patience and understanding are inherent in all of us. Sell yourself to your customer and also to those who patronize him. In that way you develop invaluable good will.

2. KNOW YOUR JOB. An important essential of good public relations is exemplified in your demonstration of competent workmanship, which immediately inspires not only confidence in you, but in the organization to which you belong.

3. KNOW YOUR BUSINESS. It is needless for me to recall how important this phase is at the present time. When people ask you about the Association, about the industry that you represent, be prepared to speak of its history, its policies, its values from an employment standpoint. Discuss the mechanics and the background of your work intelligently.

4. TALK ABOUT IT. We must all try to realize how important a place this business occupies in the life of your community, and if you stand ready to explain its functions and operations, especially the place that your business has in the progress and prosperity of your community, then you are interpreting one of the most important phases of public relations.

5. SELL IT. You have every reason to be proud of your business. It is a legitimate business, a business that has every legal approval, and is legally licensed just the same as any other enterprise that pays city and county licenses and taxes. This is an important revenue in your community. Do not minimize the value of these statements and avail yourself of every opportunity to sell this information.

6. IMPROVE YOUR BUSINESS. The condition of your equipment, both in appearance and mechanically, is your direct contact with the public. It represents you and the association, and is the important key to better service and better business. Ask yourself, how can I improve this contact to bring (better) greater profits, not only to myself but to my client?

7. PROTECT YOUR BUSINESS. We are justly proud of this organization, and you, as a member of this organization, have every reason to be equally as proud of your association. Years of study, hard work and clean, above-board policies have made your association one of the most respected organizations in the United States. It is comparable to any business service organization. Its ethics and policies have been patterned along lines that leave no room for an iota of criticism. Its membership comprises only those who can pass a rigid investigation of business integrity and character history.

All of you are familiar with the work that your association has done toward obeying every phase of local, county and state ordinances. You are entirely familiar with our definite stand regarding minors, the continued co-operation that we expect and demand from every phase of our business. Continue to cheerfully and intelligently meet the statements of uninformed or prejudiced critics with full explanations and complete information upon this subject.

Defend our stand, our work toward this end, and you will find that people will welcome this information and thus welcome your business in their community. As an employee of a member of this association, and as a member of this association, you have a definite stake in its preservation and success. When you lose that knowledge of your business, when you acquire an air of indifference toward your business, then you have NO business in YOUR business, for there is no future for the individual who lacks enthusiasm. ◆

Hold-Up Men Get Mutoscope Cash

NEW YORK—Five bandits held up two clerks of the International Mutoscope Reel Company, Inc., August 7th and seized a $3,026.00 payroll in front of the company plant on Long Island. The money, which was to have been paid to 200 employees, was only half of the regular payroll of the company because of vacation schedules and a stagger system of paying employees.

The two clerks had just returned to the plant from the bank when a black sedan with five occupants drove up alongside them. Two men with drawn pistols ran out and snatched the bag. The car then disappeared. ◆

Harry LeVine Leaves Daval

CHICAGO—A. S. Douglis, president of the Daval Company, Inc., announced in mid-August that Harry LeVine, who has been active as a Daval field representative, had resigned to devote all of his time to the Allied Novelty Company in Chicago of which he is owner.

Douglis expects to spend more time on the road himself as well as have Milton Jacobson also cover some of the territory. ◆

• •

Plumber: "Why do you wish such a big sink?"

Man: "Well, when my wife leaves for the country in the summer, she's generally gone for a month." ◆

Printing

PRINTERS TO THE COIN MACHINE TRADE

•

We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

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HOLDSWORTH PRINT SHOP

128 S. Alma St. Los Angeles, Cal.

AN. 16077

Los Angeles

NOVEMBER SHOW GETS THE SPOTLIGHT . . . MORE ON CANAAN . . . TREVILLIAN LIKES GRASS SKIRTS . . . CAPEHART COMING.

By THE LAMPLIGHTER

LOS ANGELES—Another month has rolled around and I believe there is one thing worse than having "snakes" from too much alcoholic indulgence, and that is to have an editor constantly shouting in your ear "Deadline, deadline, deadline."

Making the rounds of the jobbing establishments the air is filled with Show talk. There seems to be absolutely no doubt whatsoever that the November 18, 19 and 20th Show will be a dilly. Almost every coinman is helping in the advertising and promotion of the event and about three dozen of the biggies have signified their pleasure at being placed on the Attendance and Greeting Committee. Our Chicago and New York news sleuths tell us that interest is running high also and the boys in the key cities that draw monthly checks from this publication for their columns come forth with the information that the Coast Show will attract a lot of Easterners and Middle Westerners in November. Nice going, lads. We're anxious to meet the brethren.

The Lamplighter

Wineberg, of Merced, dropped in on local coinmen the last of August. He is representing Paul A. Bennett who is well known to the older members of the fraternity from his early days with Rock-Ola. Wineberg flitted about town complaining about the heat not knowing that we know it gets to 120 pretty regularly up thar in Merced.

Last month we told you about the stormy petrel of vending, Will P. Canaan, calling it a day. We said lots of reports as to why he closed were being circulated. Most authentic seems a plaster on the window, a couple of weeks back, saying something about a receivership. Machines have been moved out and a "For Rent" sign hung in the window. With Canaan's surrender the L. A. papers lose a big classified advertiser. His principal business was advertising routes to prospective investors.

As for me, and maybe I'm speaking out of turn, if there could be a finger placed on any ONE thing that caused Will's difficulties I would say it was the missus.

Lou Favorite, a veteran in coin machine circles in the West, has forsaken us for a middle western job with Claude (Don't Call Me Lily, I smell better) Kirk. Lou, a prince of a fellow in anybody's kingdom, is headquartering in Columbus, Ohio and writes "The West is certainly God's country but with Ohio practically as wide open as Nevada this isn't so bad after all."

There's one chap in this business who is always going at top speed and that fellow is Paul Laymon. Well, week before last he was going at double top speed for Mrs. (We'uns call her Lucille) was ill. Fortunately she's back and Paul is now back in high gear with the over-drive attached.

These festivals around Southern California keep the ops busy growing whiskers, moustaches, side burns and beards. Frank Root grows a crop yearly for the festival at Lancaster and last week we saw Steve Moore in Herb McClellan's all dolled up with a beard, looking like he was ready to join a Buffalo Bill Show.

AFTER 5:30 P. M.
PHONE PROSPECT 6488

MEMBER LOS ANGELES
CHAMBER OF COMMERCE

ASSOCIATED OPERATORS of LOS ANGELES COUNTY, INC.

1351 WEST WASHINGTON BLVD.
TELEPHONE PROSPECT 0231
LOS ANGELES, CALIF.

August 23rd,
1 9 4 0.

Coin Machine Review,
1115 Venice Blvd.
Los Angeles, Calif.

Attention of Mr. Paul Blackford:

My dear Paul:

Enclosed please find check in the amount of $65.00 for space #30 in the 1 9 4 0 Western States Coin Machine Convention which will be held at the Biltmore Hotel, November 18, 19, and 20th, and which is to be conducted by the Coin Machine Review.

May I take this occasion to compliment you on the foresight shown in sponsoring a Coin Machine Convention here in the west. I wish you all the success in the world and assure you that we will cooperate with you one hundred percent in making this a success.

If there is anything that we can do in any manner, and I use the phrase quite broadly, "anything that we can do in any manner", and want you to feel at liberty to call upon us to help out at this convention. Our office and our entire crew is at your disposal.

With kindest regards,

Sincerely,

A. O. L. A. C., INC.
BY "Curley" Robinson
Managing Director.

C
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M
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Encls.

SECOND TO SIGN. Right on his toes all of the time is popular "Curley" Robinson, Managing Director of A. O. L. A. C., Inc., one of the finest and most efficiently operated groups in the entire nation. If "Curley" had not had fish for breakfast he might have been the first to contract for space at the 1940 Show. Nevertheless he phoned his reservation within 30 minutes after the formal announcement was delivered at his office. Make it a point when you come to the Show in November to meet "Curley" . . . a fine fellow, a regular guy, and a veteran coinman who has all of your problems at heart.

Zuckerman, of Ellman and Zuckerman, the Chicago timer specialists, was in town the last week of August to see if all the boys who wrote in, in answer to their REVIEW advertising, were really serious. We hear Zuckerman took home a nice block of orders.

Fred Trevillian, the ace operator who has been operating music, cigarettes, etc., in Santa Barbara for several years, pipes in by Clipper from Honolulu that he likes the climate, likes the people, and by gosh he's going to stay. Sez Fred: "Send my REVIEW over here. I'm going to establish an operation over here and I want to keep in touch with the mainland. THE REVIEW is the one newspaper I've taken for years and I can't get along without it. Don't delay." Thanks, Fred.

Homer Capehart, the man of the hour in the Willkie campaign, is expected in the West as this column is being written. Cape has a couple of remarkable products up his sleeve, we are told, and we hope that they will be ready for unveiling at the November Show.

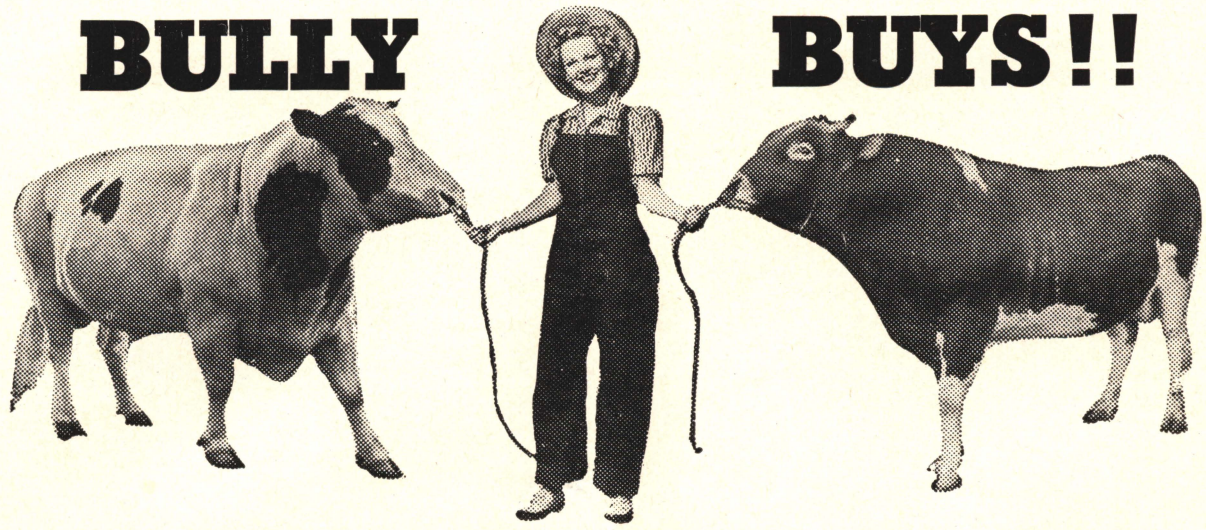
We're very pleased about our new neighbors. Although they are two blocks away we still call them neighbors. I refer to the California Simplex Distributing Company which has just opened new offices at 1348 Venice Boulevard, two short blocks from THE REVIEW. May I suggest you drop in and see us when you drop in on California-Simplex? We'd like to see you.

Charles H. Adams, who used to operate vendors locally and more recently in San Francisco, writes from the U. S. S. Ringgold, Navy Yard, Philadelphia, to say that he has been recalled to service and does not know how long the present stint might last. When Adams is again released you can be sure he'll be back in the West in the business again.

AND SO . . . VACATIONS. Most of you folks have had your vacations by now, no doubt, but we haven't . . . so, we're closing shop on September 11th. Some of us will do this, some will do that, and the man at the helm, they tell me, is going to Alaska. Anyway, don't write us for we won't be here. BUT on the sunshiny morning of October 1st we'll all be back in our swivels ready for most anything.

SEE YOU NEXT MONTH. ◆

BULLY BUYS!!



PROFITMAKERS "ON THE HOOF" FROM L. B. COIN STABLES!

FATTEN YOUR BANK ACCOUNT WITH

FREE!!
$11.95 PACKARD BELL TABLE RADIO
with purchase of $200.00 worth of New or Used Games.
OFFER EXPIRES OCT. 10, 1940

Genco **BAND WAGON $99.50**

Chi. Coin **DIXIE $99.50**

— USED GAMES —

Airport $20.00	Home Run $52.50	Red Hot $57.50
Big Six 35.00	Jolly 57.50	Side Kick 15.00
Commodore 42.50	Limelight 62.50	Skyline (Just like new) 77.50
Double Feature by Stoner 62.50	Mascot 60.00	Super Six 52.50
Ducky 27.50	Mr. Chips 37.50	Sporty 55.00
Flagship 32.50	Nippy 30.00	

LONG BEACH COIN MACHINE CO.

1628 E. ANAHEIM PHONE: 722-64 LONG BEACH, CALIF.

PATENTS
AND TRADE MARKS

The following memorandum relating to patents and trade-marks is made available through an arrangement had with JAMES ATKINS, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the United States Patent Office and, if no opposition thereto is filed within thirty days after the publication date, the marks will be registered.

We have also arranged with Mr. Atkins to furnish our subscribers with preliminary information respecting their patent and trade-mark matters, the same to be without charge to them. Address your inquiries to Mr. Atkins, advising him you are a reader of this paper, and a prompt report will be sent you.

Brief drawings of the Patents described are on file in the COIN MACHINE REVIEW offices.

2,211,061
VENDING MACHINE
Oscar J. Hawley, Milwaukee, Wis.
Application May 17, 1937, Serial No. 142,951
3 Claims. (Cl. 226—49)

1. A paper bag machine for use with a chute having a hook on each of its sides, composed of a container having sides of substantially segmental form and having a curved bottom provided with a bag delivery outlet, and also having an open front, with bag engaging stops, a pair of axles carried by the upper part of the container and having ends extending inwardly and outwardly from the container sides and having their outer ends engaged with the hooks so as to support the container from the hooks, a bag engaging gate in the container having a bifurcated upper end, and having its furcations connected to the inner ends of the axles, so as to support the gate from the axles, one of the axles being extended and formed with an arm which lies exteriorly of the casing, and a spring for tensioning the gate connected to said arm and to the container.

2,209,461
VENDING MACHINE
Victor V. Kunkel, Los Angeles, Calif.
Application August 18, 1937, Serial No. 159,629
3 Claims. (Cl. 194—97)

1. A coin-controlled vending machine having a discharge chute, a gate for said chute, means for intercepting improper coins, and manually operative means for operating the gate and at the same time actuating said intercepting means to effect return ejection of intercepted coins held thereby.

2,212,714
COIN SLIDE DEVICE
Guy O. Leggett, North Tonawanda, N. Y. assignor to The Rudolph Wurlitzer Company, North Tonawanda, N. Y., a corporation of Ohio.
Application September 7, 1937, Serial No. 162,642. 18 Claims. (Cl. 194—97)

1. A coin device of the character described, comprising a frame, a coin-advancing slide guided in said frame, a locking detent normally disengaged from the coin slide and projectable into latching engagement therewith under certain conditions to prevent its full operative stroke, a tappet bar disposed in operative relation to said locking detent to project it into its latched position, and revolvable coin-scanning means operatively associated with the coin slide and adapted to actuate said tappet to render said detent operative to latch the coin slide when the coin scanned is unacceptable and to be ineffective on said tappet when the coin scanned is an acceptable one to permit a full operative stroke of the coin slide.

2,212,797
VENDING MACHINE
Harvey J. Smith, Danville, Va.
Application April 3, 1939, Serial No. 265,804
4 Claims. (Cl. 312—48)

CABINETS FOR SALE

Cabinets Rebuilt and Refinished For Wired Music or Otherwise

•

SCRATCHES AND MARS PROFESSIONALLY REMOVED
GET OUR PRICES FIRST!

Herring Refinishing Co.
2319 W. Pico St. Los Angeles, Calif.
DR. 4010

1. In a vending machine, the combination with a storage chute for bottles and an upright feed chute for a column of bottles, of an exit gate having an upper hinge on the storage chute, a lower abutment for the closed gate, a spring latch for retaining the gate from opening, and a presser plate hinged at the exterior of the gate for engagement with each latch, whereby the gate and latch are held closed by lateral pressure from the column of bottles, and the gate is automatically opened when the lateral pressure ceases.

2,212,861
COIN CHUTE
Bernhard C. Grunig, Chicago, Ill., assignor to A. B. T. Manufacturing Corp., Chicago, Ill., a corporation of Illinois.
Application Oct. 14, 1938, Serial No. 235,013
2 Claims. (Cl. 194—97)

1. In a device of the class described including a reciprocable coin slide arranged to discharge coins into the mouth of a coin chute and means in said mouth and actuated by said slide, upon each movement of the latter from a certain normal position, for moving coins in succession into the chute, the combination with said slide of means carried thereby into position to block movement of coins between said mouth and said chute when said slide is in the aforesaid normal position, said last-mentioned blocking means being moved out of blocking position when said slide is moved a predetermined amount out of normal position as aforesaid to actuate said means for moving a coin from the mouth into the chute.

2,211,799
VENDING MECHANISM
Ernst O. P. Tatter, Chicago, Ill., assignor to International Cellucotton Products Company, a corporation of Delaware.
Application April 21, 1938, Serial No. 203,406
14 Claims. (Cl. 312—47)

1. In a machine of the class described, an article-discharging mechanism comprising a displaceable part, article-ejector means, said displaceable part and ejector means being constructed and arranged and normally disposed to support an article and intercept discharge of the article, means mounting said ejector means, and means operable to simultaneously displace said part and retract the ejector means to enable an article to move in the path of the ejector means for discharge through subsequent movement of the ejector means. ◆

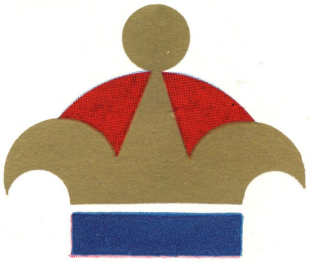
In the Groove!

Mills New Empress is the delight of player, location, and operator alike, because while being so beautiful and inspiring in action, it is so practical and dependable in operation. The astonishing benefits it brings all concerned flow out of its basic design and construction. It is a typically Mills engineered product, made accurately and carefully by skilled craftsmen who have spent a lifetime in fine machine work and precision manufacturing. The Empress is strong, unfailing, economical—its physical beauty is wholly matched by its mechanical beauty. In its basic design, everybody and everything that could be affected or served by it has been considered and that's the real explanation of why it is Moneymaker Number One in its field. *It's in the groove!*

MILLS NEW

Empress

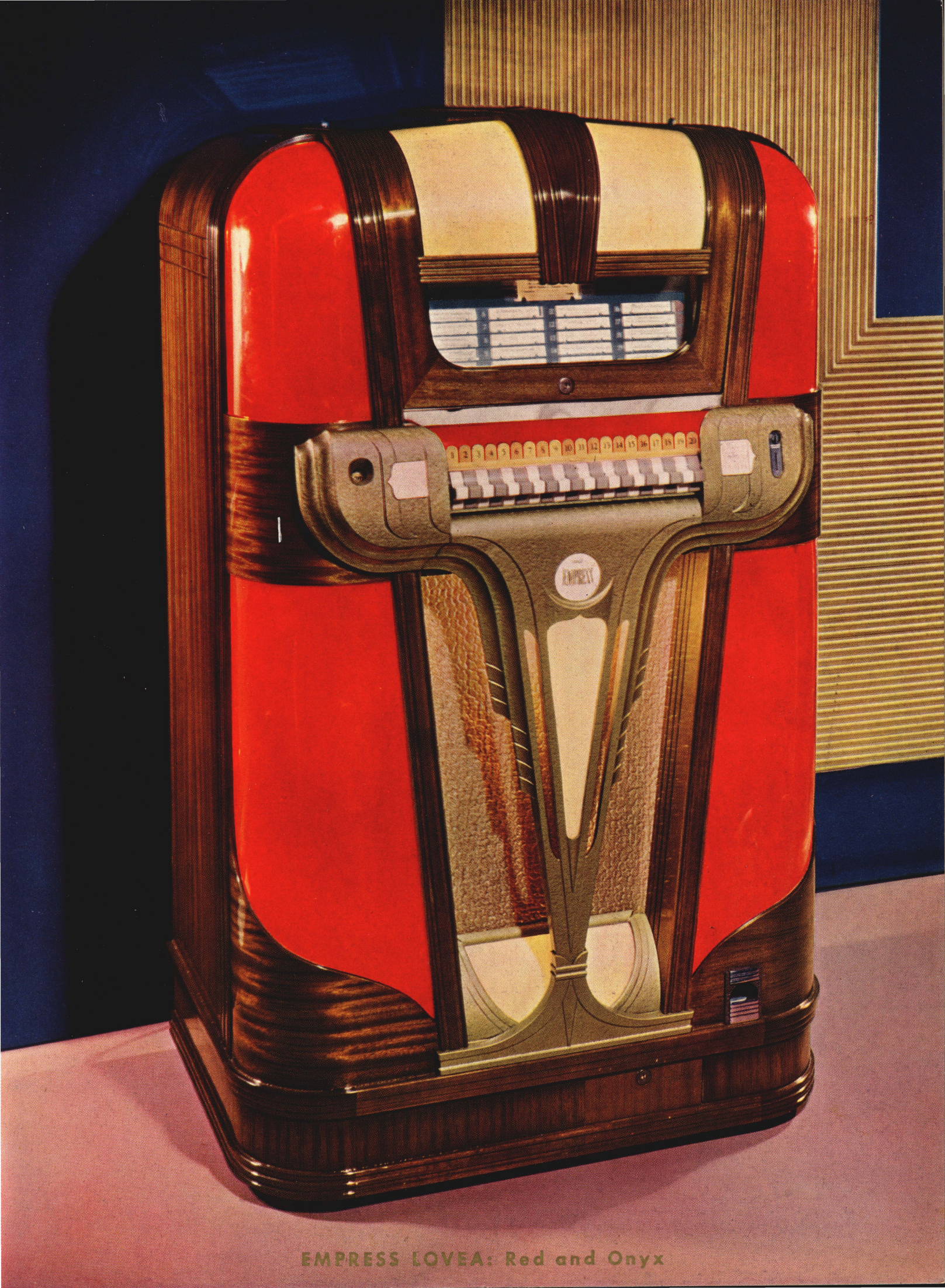
PHONOGRAPH



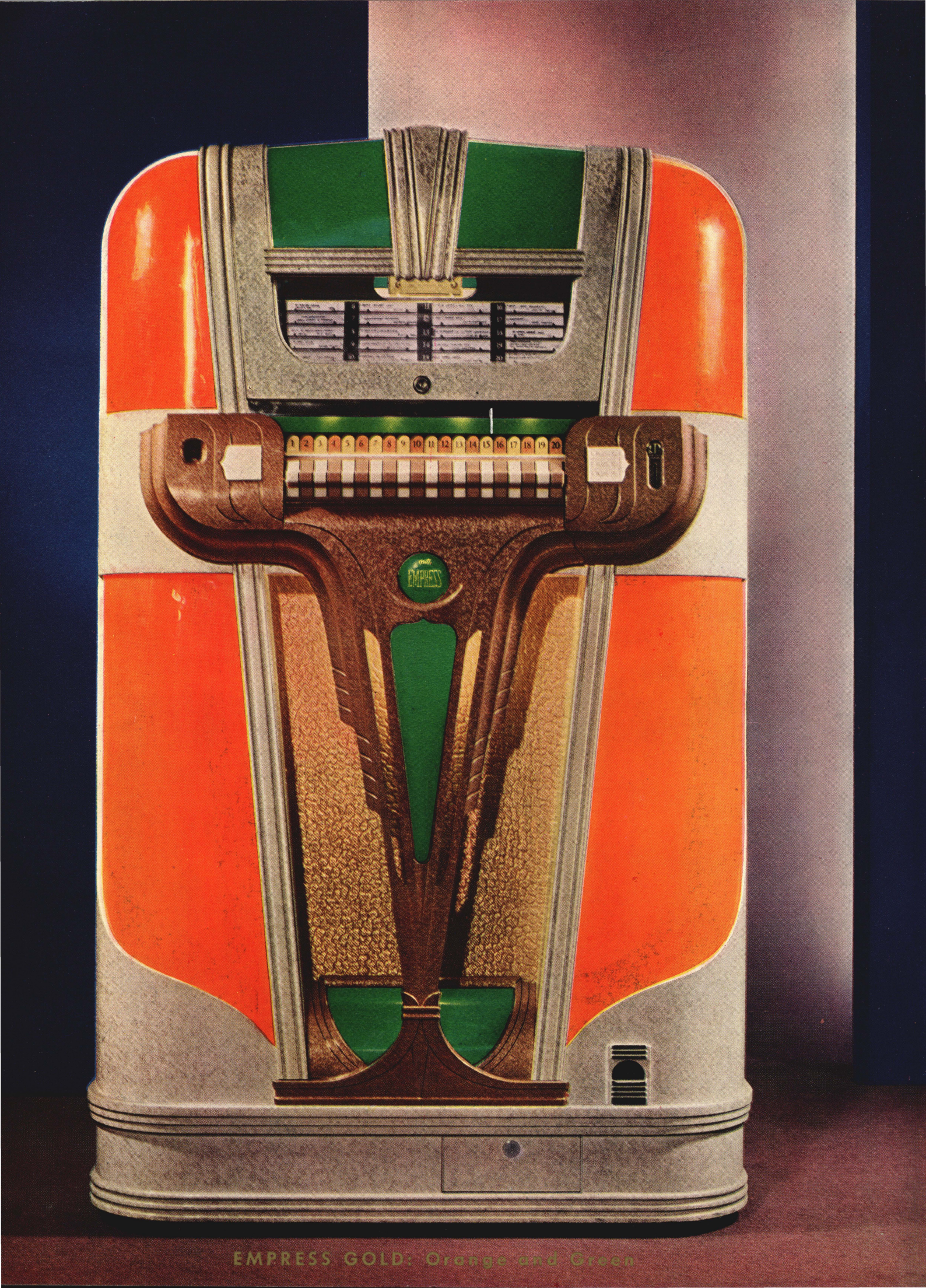
The Empress gets the play! "More! More!" shouts the public, and the tireless Empress goes on and on—morning, noon, and night—piling up the nickels, dimes and quarters in its capacious cash box. A nationwide study told us that the music-playing public wants *a certain kind of instrument, a certain kind of musical rendition.* An instrument that SWINGS IT with zip and zing, faithful to highs and lows alike, favoring clearness and cleanness in the voice, purity in the tone, swing and rhythm in its tempo. We didn't make the Empress for last year or for five years ago—we BUILT IT FOR TODAY, for today's USE, and for the special, popular musical appetite as 130,000,000 clean-cut votes demand it. Why does the Empress MAKE MORE MONEY? Because it gives people *exactly what they want*—TODAY!

EMPRESS FLORENTINE: Red and Onyx

EMPRESS LOVEA: Yellow and Blue



EMPRESS LOVEA: Red and Onyx



EMPRESS GOLD: Orange and Green

EMPRESS STAGETONE: Yellow and Blue

Smaller Mechanism—Four inches less in width than it was last year. This is the most modern record changer on the market. It has been greatly simplified by re-design and strengthened by the addition of precision steel parts. A perfect piece of engineering.

Stationary Turntable—The turntable is set in place permanently, doesn't move up and down. This insures a solid contact between record and needle. Fly-wheel type, weighs four and one-half pounds, entirely free from vibration.

Sturdy Phonograph—The Empress (along with Mills Throne of Music) is sturdier and stronger than any other phonograph. You don't have to handle it with kid gloves; it stands up under practically all abuse, even plays perfectly while tipped over at an angle.

Astatic Crystal Pick-Up—The finest and most efficient pick-up known. Guards the records against excessive wear.

Lighting—The Empress uses less current than any other phonograph on the market. While the machine is playing and with all lights turned on, it uses only 300 watts.

Speaker—The Empress speaker is a 15-inch speaker especially designed to perform with the Empress baffle and in the Empress cabinet.

Amplifier—This is the source of the famous Mills tone which has never been matched. The amplifying and sound system embody a special layout which is exclusively Mills.

Slugproof Coin Chute—The one and only Mills coin chute, manufactured by Mills Novelty Company and used on hundreds of thousands of our vending machines with a slug rejection record of 99% plus efficiency. The big difference between Mills and other chutes is *Mills will kick out slugs others will take.*

Single Coin Slot—Nickels, dimes and quarters are accepted by the same slot. This is a great player convenience.

Cash Box—Nickels, dimes and quarters drop in separate compartments, thus speeding up collections. The cash box is reached from lower front of cabinet.

Service—The thousands of Empress phonographs which have been playing for the past several months have set up a service record never before equalled in the annals of phonograph operating. Service calls are shown to be at an all-time low. On the Empress all service is from front of the machine; collector doesn't have to move it from the wall.

Fastest Record Loading—You can load new records into the Empress and remove the old records or alter the record arrangement *just about twice as fast* as on any other machine.

EMPRESS

EASY ON THE PLAYER!

Mills Empress is easy on the player! Because the Empress treats him so kindly, it gets his nickels much faster. Look how easy it is to *select!* Piano keyboard selector has twenty keys, each wide enough for the widest finger of the biggest hand. The keys are now of alternating colors, brightly illuminated, to make it even easier for the player to spot the one he wants. He can't mistake one key for the one next to it!

The program is split into four columns of five records each, the number of each record and the title being *directly above* the selection key. The whole selector keyboard is now strongly illuminated, insuring complete visibility even in the darkest of locations.

Any selection may be cancelled before being played. If several selections have been made, individuals can be cancelled without cancelling whole group selected. And when a key is pushed down on the Mills Selector, you can really *see* what selection has been made. The player isn't required to think, work, fumble, sweat or study when asked to drop his nickels in an Empress. On this marvelously considerate machine, *it's pretty hard to make a selection mistake!*

EASY ON THE EYE!

The Empress comes in several models, each of breath-taking beauty, each expressing the new and radically different Empress design, with its buoyant floating lines, big in impression though small in size. The Empress is a blaze of glory in its various color combinations of cabinet, Catalin and illuminated plastic, gives a never-to-be-forgotten thrill in every kind of surrounding. The cabinet is entirely made in Mills own cabinet shop thus guaranteeing a solid construction and a craftsmanlike finish which no other cabinet can match. The Empress weighs only 362 pounds and measures 34 inches wide, 57 inches high, and 23 inches deep. Look over the various models shown in this folder and you'll find just the right one to capture that choice location you are now after. Then rush us your order for immediate delivery.

Mills Novelty Company

4100 Fullerton Avenue, Chicago, Ill.

AP-146 Printed in U.S.A.

Automatic Music

The REVIEW Files Protest on "At A Road Side Diner" Record

LOS ANGELES—On August 26th the COIN MACHINE REVIEW sent the following letter by airmail to the Columbia Recording Corporation, RCA Victor Manufacturing Company, Decca Distributing Corporation and United States Record Corporation:

Gentlemen:

A few years back the record business wasn't much to brag about. The public had turned from records to radio. Then along came the automatic phonograph. Thousands upon thousands of them in locations of all types the country over helped bring records back until today your business is at a new peak.

With these facts firmly in mind it is hard to imagine WHY you have permitted the recording of "At A Road Side Diner" to be issued by your company. This record refers to a respectable automatic phonograph . . . a machine which meets ALL legal requirements the country over . . . as a slot machine. You know, and I know, that a phonograph definitely is NOT a slot machine and therefore this record should have never been recorded or issued.

I am appealing to you, in behalf of the automatic phonograph operators of America, to immediately withdraw this number and see that no further copies are sold by your distributors. In our September issue we are asking operators to refrain from purchasing and using this number and contributing to a sales campaign that puts their business into a gambling classification.

I should like your thoughts on the matter by return airmail so that your letter may be published, along with this letter, in our issue going to press on September 4th.

Immediate replies were received from the recording companies and we publish the replies herewith so that operators might have a complete picture of the situation:

COLUMBIA RECORDING: "With reference to your letter of August 26 . . . upon investigation I find that the selection 'At A Road Side Diner' has been listed for release by our company but hasn't yet been shipped. I am having the matter investigated and if there is anything in the record which in our opinion does any injury to the automatic phonograph business, you may rest assured the record will not be issued." This letter was signed by E. Wallerstein, President.

DECCA RECORDS: "We acknowledge herewith your letter of August 26th and hasten to advise you that we have not issued the selection, AT A ROADSIDE DINER, nor have we even recorded the selection. I can tell you, further, that if this selection reflects unfavorably on the coin machine industry, the Decca Company will never issue it. I think you know that from the first day of our business life we have catered to and cooperated with the coin phonograph operators throughout the country and we would be the last people in the world to do anything harmful to an industry which has been friendly, cooperative and extremely helpful in the success of Decca." E. F. Stevens, Jr., Vice-President signed this reply.

U. S. RECORDS: "We have never recorded "At A Road Side Diner" nor do we intend to." Signed by Eli E. Oberstein.

RCA VICTOR: No response.

Operators are hereby requested NOT to purchase this number, NOT to use it on your phonographs or Wired Music systems, and to immediately file protests with your RCA Victor distributors, and other record distributors should they list this number for sale.

"At A Roadside Diner" definitely states your machines are plain slot machines. It is impossible to estimate the tremendous amount of damage this tune could do if it became popular. Manufacturers, operators, distributors, jobbers and associations the country over have spent hundreds of thousands of dollars to put across automatic phonographs as amusement devices . . . we cannot NOW permit one lousy record to wreck the work of years. Your help is needed to squash this atrocious offering. Do your part today. ◆

Wurlitzer Appoints New N. Y. Distributor

NORTH TONAWANDA — The Rudolph Wurlitzer Company has appointed the Manhattan Distributing Company as distributors for the New York Metropolitan area—replacing Modern Vending Company, former distributors. Temporary headquarters with a complete display of phonographs and remote control equipment have been taken at the Park Central Hotel, 55th Street and 7th Avenue, New York City, Suite 2440.

Permanent headquarters with a modern parts and service department, office and showrooms, which will rate among the finest in the United States, will soon be under way at an address to be announced later.

The Manhattan Distributing Company will distribute Wurlitzer Phonographs and remote control equipment exclusively. The new company is owned by Joe Eisen and Dave Margolin who organized the Penn Coin-O-Matic Company in Philadelphia, four years ago, and added Baltimore a year later. Since then they have built their Wurlitzer distributorship into one of the largest and most successful in the United States quadrupling the business in these territories. Both partners will devote their entire time to the New York Company.

Both have had 15 years' experience in the coin machine business. Prior to their appointment, four years ago, as Wurlitzer Distributors in Philadelphia, they were engaged in the operating end of the business in New York City. They were also foreign distributors for important companies in the industry.

As former operators in New York City, which business they discontinued when

— TURN PAGE —

SHEET MUSIC BEST SELLERS

Make Believe Island (Miller)
I'll Never Smile Again (Sun)
Sierra Sue (Shapiro, Bernstein)
Playmates (Santly, Joy, Select)
God Bless America (Berlin)
The Breeze And I (Marks)
Fools Rush In (Bregman, Vocco, Conn)
Imagination (ABC)
When The Swallows Come Back (Witmark)
The Woodpecker Song (Robbins)

SONGS MOST PLAYED ON THE AIR

I'll Never Smile Again (Sun)
I'm Nobody's Baby (Feist)
Sierra Sue (Shapiro, Bernstein)
Fools Rush In (Bregman, Vocco, Conn)
Nearness of You (Famous)
All This and Heaven Too (Remick)
When The Swallows Come Back (Witmark)
I'm Stepping Out With A Memory Tonight (Robbins)
The Breeze and I (Marks)
Madame La Zonga (Bregman, Vocco, Conn)

RECORD BEST SELLERS

I'll Never Smile Again (Tommy Dorsey)
The Breeze and I (Jimmy Dorsey)
Fools Rush In (Glenn Miller)
The Nearness of You (Glenn Miller)
Sierra Sue (Bing Crosby)
When The Swallows Come Back (Ink Spots)

they became Wurlitzer distributors, Eisen and Margolin understand the problems of the music merchants in greater New York.

When interviewed, Joe Eisen said, "We are glad to get back to New York and promise every Music Merchant in the territory our utmost cooperation.

"We will always give them the best advice we possibly can on their business and financial problems—we will do everything in our power to help make the smaller operator a bigger and more successful business man.

"We will never try to sell our customers any merchandise that is unproven or impractical. After investigating all the deviations from standard phonographs, we are satisfied that the types of phonographs and remote control equipment made by Wurlitzer offer the music merchants the only safe and sure road to profits.

"We tied up with Wurlitzer four years ago and have handled nothing but Wurlitzer since. Every day we are besieged with propositions pertaining to the music business, but turn them down because we know that the Rudolph Wurlitzer Company, with its vast engineering and research laboratories has already investigated them and decided that such products are not worth while."

In commenting on the New York company, Dave Margolin said, "I am confident that the music merchants in the New York Metropolitan area will like our policy of handling nothing but Wurlitzer products. By this specialization we can devote more time and attention to the problems of music merchants than we could if our efforts were dissipated over a number of different items.

"We have made a careful study of the possibilities for Remote Control Equipment, and are in a position to advise our customers which locations should pay—how much equipment a specific location will stand—what units to install—which one of three Wurlitzer Remote Control Systems, wireless, two wire or thirty wire—is best adapted to a given location.

"We have also given considerable attention to the Counter Model situation and have helped our customers increase their profits by the addition of counter model locations to their console model installations.

"By handling only Wurlitzer Phonographs and Remote Control Equipment, we can also give better service. This has proven a big factor in our success in Philadelphia and Baltimore. We will have the finest phonograph parts and service department in New York City.

"Not only will we specialize on one line, Wurlitzer Phonographs and remote control equipment, but we will also specialize in one branch of the business—distributing. Our customers will never find us operating phonographs. We would not be honest if we told our customers that we wanted to help them build their business, if at the same time we were out trying to take their business away from them."

Joe Eisen, seated, and Dave Margolin, right, sign the agreement that makes their Manhattan Distributing Company distributors for Wurlitzer automatic phonograph in Metropolitan New York. Joe Darwin, Wurlitzer's New York District Manager, and "Mike" Hammergren, General Sales Manager, witness this important event.

In commenting on the appointment of the Manhattan Distributing Company as distributors for Wurlitzer phonographs in Greater New York, M. H. Hammergren, Wurlitzer's General Sales Manager said, "I am confident that the appointment of the Manhattan Distributing Company will prove the greatest forward move for the music merchants in the New York Metropolitan area that Wurlitzer ever made."

Production Doubled On Capehart Selector

FORT WAYNE, Ind.—The great deluge of orders for the "Heads-Up-Selector" which have flooded the offices here of Homer E. Capehart, President of Packard Manufacturing Company, have caused the firm to decide on doubling their present production, and they will now be able to turn out the "Heads-Up-Selector" Model 616, Model 412 and Model 24 faster than ever.

Salesmen of the firm have reported that the demand continues to increase wherever they travel. These salesmen are among the best known in the music division of the coin machine industry. Among them are: Rudy Greenbaum, Walter Gummersheimer, Don Kennedy, Tony Hicklin, Ott Kramer, Earl Reynolds, Charley Fisher, Fred Raby, W. E. Simmons, and Ralph Rigdon.

Homer E. Capehart reported, "It has always been our ambition to help our music operator friends to enjoy the greatest of profits. With our 'Heads-Up-Selector', product number one of our organization, the operators tell us that they are assured of greater profits from fully paid for equipment. This means that even tho their collections may be less than they formerly enjoyed, their profits are greater in comparison for they are earning more from machines which have been paid for and which further means that they will enjoy a more assured income for years to come." ◆

Leary Finds Eskimos Real Music Fans

MINNEAPOLIS—Don Leary, of Automatic Sales Company, breaks into the newspapers at regular intervals. Latest mention was on August 16 when the *Star-Journal* had this to say:

"Don Leary, the music box specialist, yearly joins a Canadian railway tour up into the Arctic regions of Hudson Bay. He forwards this tid-bit: In every Eskimo hut or igloo up in the Hudson Bay region you'll find portable phonographs and they're as common as our radios. An item that every Eskimo puts on his shopping list when he comes to town is more records. The phonographs are the old style wind-up affairs and the favorite records are polkas and schottisches." ◆

• •

Little Boy: "Daddy, may I have a dime, if I can be good all day?"

Father: "When I was your age I was good for nothing." ◆

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The Biggest Show Ever Staged in the West
DON'T MISS IT!

A Modern Horatio Alger
MAKES GOOD
With Automatic Music

●

By B. K. ANDERSON

In 1935 a personable young fellow by the name of Nick Fasci sold out his Kansas City shoe repair business and without blinking twice grabbed off himself a double handful of trouble. The five-year-old depression had made the shoe repair business just "so-so" and Nick was ambitious.

He had been reading in the papers that the solution to the unemployment problem and other national economic evils lay in the development of the country's new industries such as radio, synthetic products, and automatic merchandising. It sounded logical to Nick so he set about choosing the field into which he could project himself.

First off he realized that he didn't have the capital to set up in competition with the duPonts, which scratched synthetics and plastics off the list. He liked the idea of radio because he was very fond of music, also he liked the idea of automatic merchandising because he could see that it was the coming thing.

After due consideration Nick decided to combine his love of music and faith in automatic merchandising — he purchased two coin-operated phonographs. When Nick bought these music boxes they were on location in taverns catering to a colored trade. They seemed to be good enough locations so he left them there. Then is when he got his double handful of trouble.

His stock, as far as he could see, would be confined chiefly to records so he took $25.00 and spent it for the most popular records of the time. He took all the old records off his machines and put on the new. Then he sat back to wait for the profits to roll in. But they didn't. In fact, the boxes weren't even gathering in enough nickels to pay the front money after he switched to the new discs. One week, two, then three passed and the situation became constantly worse.

Finally, in desperation, Nick went to the location owners with the question, "What the heck is wrong?"

"Well, Mister," they told him, "We thought you were making a mistake in putting those records by white orchestras on our machines. But we figgered you knew your business."

"Well, I don't," Nick said, "But I'm going to. Tell me what your customers want, and I'll get it."

The location owners then explained to Nick that their colored customers want music especially designed to their taste by colored bands. And this was Nick's first lesson in the operation of automatic music; it cost him $25.00 in records and twice that amount in lost profits, but he freely acknowledges it was worth ten times that price in experience for it taught him the most important factor in the operation of phonographs:

EACH LOCATION IS A BUSINESS TO ITSELF — A SEPARATE STORE, MERCHANDISING TO THE SPECIAL TASTES OF ITS OWN CUSTOMERS.

Of course, these initial locations taught Nick a lot more. For instance he learned that it is in colored locations that the operator takes his gamble. When business and employment are up these locations are the biggest money makers and when times aren't so good profits fall off. Also colored locations are less trouble than other spots, they complain less and are more appreciative of good service, they want and pay best for programs composed of 90 percent colored artists and there are few colored operators competing in the field. (In Kansas City there aren't any.)

With his first lesson out of the way, Nick turned to simple mathematics for his second.

He realized that an operator must set up a rigid system which will allow for replacement of machines at regular intervals, that a set percentage of profits must be set aside for expansion and replacement. And about the same time it occurred to him that with automatic music being a 24-hour business, considering service calls, it would be necessary either to hire a helper or take in a partner.

Nick had been in the business six months by this time and had amassed the staggering total of seven phonographs. It was then that Abe Vanderwood came into the picture. Abe, like Nick, was without experience in the coin machine field but he had held several responsible positions in sales and merchandising fields. He realized the importance of business organization and methods.

Thus the Mo-Kan Amusement Co. with a business street address came into being. Nick became the owner and Abe the general manager. Today the firm boasts eight employees and operates a growing list of 167 music locations. Of course, a few marble tables and similar items are also operated, but the emphasis is on music.

Early in the game, Mo-Kan realized that diversity in locations was the secret of maintaining year-around profits. It was with this thought in mind that they spread out their locations in white and colored districts, taverns, drug stores, milk bars, and restaurants. Also they knew that a machine would have to pay its way or show a loss on their books. Thus the $15.00 per month "Front" money rule was put into effect for all locations which contained machines less than eighteen months old.

However, Nick never has forgotten the first lesson that he learned in the business. Each location is a planned center of amusement and recreation. It receives regular visits from him during its peak hours. As he explains it:

"Building up the locations you have to their maximum profit is more important than rushing about getting a horde of new locations. For instance, rearrangement of the location to keep its seating capacity and yet provide more room for dancing—often a factor not noted by the location owner—always results in a boom of business. Then sometimes floors need re-surfacing or other attention.

"Then, too, you pick up helpful little bits from the customers' conversations. What they want and don't want on the machines. It was just such a bit as this picked up by browsing that led us to advertise our phono rental service in our marker on the machines on location. We know this gains us business because they'll call and ask to rent a machine for a party or dance and they want one 'just like the one in Soandso's drug store.'"

And this phono rental business, in Mo-Kan's belief, is one of the most important growing additions to the music operator's profit making line. It was with this idea in mind that their new offices, located in one of Kansas City's busiest shopping centers, 39th and Main Streets, were decorated with an eye to stimulating rental business. Music scales and notes with a lighted new machine in the background gain the attention of many passersby and decorate the front windows with a sales appeal that speaks louder than words.

In laying out their business policy, however, Mo-Kan did not overlook that most important of all location holding principles: Good Service. It is a rule at this firm that all service calls be answered in less than 30 minutes. To further insure satisfaction all machines are brought into the shop once every eight months for a complete overhaul.

Also the majority of the machines which this firm operates are less than eighteen months old and of 24-record vintage. In Abe Vanderwood's opinion, good business dictates that by far the largest percentage of stock should be "new". His reasons for this are sound; play is kept at a peak through strong eye and mechanical appeal and an automatic policy of keeping stock up removes the very expensive necessity of going on a buying spree every so often to bring equipment up-to-date.

A friendly, though business-like, attitude to customers and locations is another highly developed technique at Mo-Kan. It is aimed at creating good will, at making the location owner glad to see a Mo-Kan man come around, at making used or new record customers come back to make more purchases, at making rental customers repeat customers, and it does its job, for this firm has built up the reputation in all branches which it serves as a "Friendly Firm".

It is these and other principles associated with them, which two young men who knew nothing about coin machine operation five scant years ago, have learned. They had heard that new industries offer most in the way of a future to young business men and now they are convinced of it, especially in the operation of automatic music. As to its future they challenge in a single voice:

"What success we have had we attribute to applying modern business methods to coin machine operation. At the end of our first year we had 13 machines. We now have 167. In what other business would it have been possible to expand over 1000 percent, as we have, in the last four depression years?" ◆

● ●

Diogenes met a Civil War veteran.
"What were you in the war?" he asked.
"A private," the old soldier answered.
And Diogenes blew out his lamp and went home. ◆

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How To Beat a $5 Phono Tax

By George Skinner
Broadcast Music, Inc.

Almost all of the music that is performed by means of your machines is controlled by the American Society of Composers, Authors, and Publishers (ASCAP). ASCAP has for years been attempting to tax automatic machines. In support of a law which is now pending in Congress ASCAP has stated in writing that the amount which they would expect to collect is $60 per machine location every year. Thus the total amount which they would like to collect from automatic machines is $18,000,000 a year.

Broadcasters are now facing ASCAP's threat to raise the fees they pay from $5,000,000 to almost $10,000,000 a year. The reason that ASCAP can make these exorbitant demands is because it has a practical monopoly of popular music. In order to combat this monopoly broadcasters have formed their own organization, BMI (Broadcast Music, Inc.). BMI is attempting to acquire and to create a body of music which will be available for use by all persons—including owners of automatic phonographs. If the music which BMI distributes is popularized sufficiently, the monopoly will be broken. BMI's music is being recorded by the same recording companies, and by many of the same bands, that now supply your records, and these records will be sold at the same prices as the records of ASCAP music. The Broadcasting Industry has collected a pool of almost $1,500,000 to enable BMI to make this effort.

BMI does not ask any money from you. There is a way, however, in which you can help a movement which is bound to work out for your ultimate advantage. That way is to USE RECORDS WHICH CARRY BMI MUSIC.

It will be no sacrifice to you to do this because these songs are going to have radio's plugging power behind them and because they should, therefore, be money earning tunes for you. The brains and the energy of the broadcasting industry are behind this music. If you can help BMI create its first hits, you will have started the ball rolling and from then on more and more hits will be coming from a source which does not threaten your livelihood, and ASCAP's effort to collect $18,000,000 a year from coin operated machines will be defeated.

Your industry can contribute materially to the popularization of BMI music by featuring it. You were unquestionably responsible for the success of such songs as the "Beer Barrel Polka" and "Sunrise Serenade" and others on which ASCAP has taken a free ride after they became popular.

If you are interested in cooperating with BMI in your own interest, please send us a postcard. You will then get lists of the BMI releases and can give the BMI music a fair chance in your territory. You can help NOW, this minute, by asking your record dealer for these songs.

Note: **BMI has shown its great friendship for the Coin Machine Industry by adopting as its feature patriotic number, "We're All Americans, All True Blue", written by James T. Mangan, Advertising Director of Mills Novelty Company.** ◆

Collison Heads Capehart Engineers

FORT WAYNE, Ind. — Ed. Collison, well known engineer in the automatic machine industry, heads the engineering staff for Homer E. Capehart, president of Packard Manufacturing Corp., this city.

Collison has many accomplishments to his credit in this industry and is well known to its leaders. He has been responsible for some of the most outstanding products ever produced. He is also well known to many leading ops.

"At the present time", Collison reports, "we are hard at work preparing many ideas to benefit the music operator. We feel that the music machine field is far enough advanced at this time to require the highly specialized services of a staff of expert engineers who will plan for the means to increase income for the operator.

"At the same time," he continues, "we have plans here at Packard Manufacturing Corporation which we are sure the music operators will appreciate for these are all for their best interests. At all times our engineers are instructed to work along the lines of helping the music operator to enjoy better profits. This is sure to produce the right type of products." ◆

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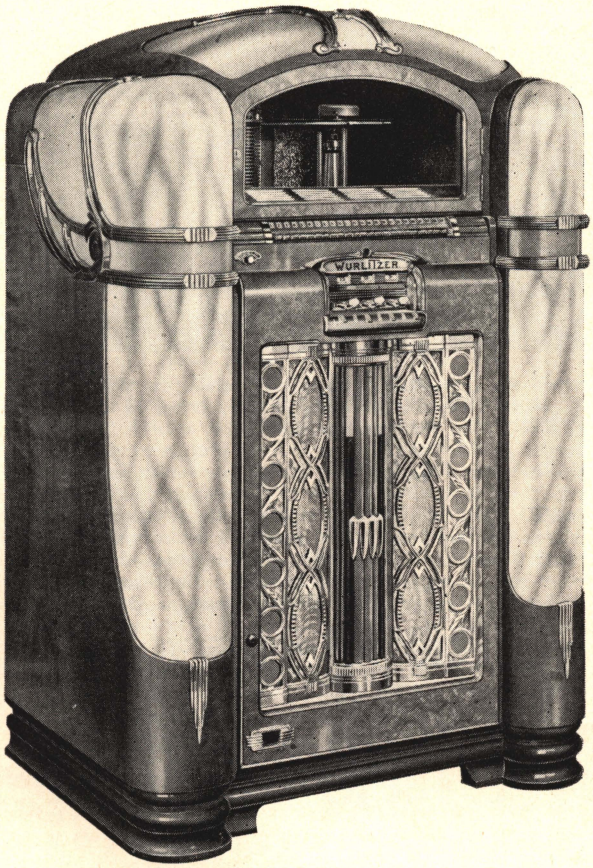
THANK YOU

WE WILL ALWAYS TRY TO BE WORTHY OF YOUR FRIENDSHIP

• Hundreds of Music Merchants have visited us in our San Francisco and Los Angeles showrooms—extended cordial wishes for our success —assured us of their loyal support and cooperation.



MODEL 800

To all of you we say "Thank you from the bottom of our hearts. We will always try to be worthy of your friendship."

We are out to help each and every Music Merchant of California make a bigger success of his business. This means that we must all work together.

You will always find us ready and anxious to do our part.

LET US MAKE YOU A PROPOSITION ON YOUR OLD, DEADHEAD PHONOGRAPHS FOR NEW, PROFITABLE WURLITZERS

CALIFORNIA SIMPLEX DISTRIBUTING COMPANY

DISTRIBUTORS OF

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AUTOMATIC PHONOGRAPHS

SAN FRANCISCO: 1157 Post Street
NEW LOS ANGELES ADDRESS:
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1c to 15c Per Record on PENNI-TONE

PENNI-TONE is the answer. Here is a device capable of placing back in operation all of your old and out-dated phonographs. 12, 16 and 20 record models of every make can once again earn top figures with the help of PENNI-TONE.

PENNI-TONE is a Wall or Bar Box complete with its own speaker which plays only to the patron inserting a coin. Reproduction is at a governed intimate volume and other patrons desiring music within the same location must insert a coin in box nearest them to enjoy the same selection. This feature accounts for "takes" of 1c to 15c per record on 15 unit installations. Location tests show that this is not unusual and that any old 12 or 16 record mechanism working with 4 or more PENNI-TONE Boxes can account for $2.00 to $3.00 per week per box in spots that previously grossed under $4.00 a week on a nickel machine.

A "BLASTING" PHONOGRAPH is a thing of the past with PENNI-TONE. Patrons like the intimate high fidelity delivery of PENNI-TONE at a volume plainly appreciable but still not loud enough to make conversation impossible. Locations prefer PENNI-TONE because of this same feature. PENNI-TONE is available in a variety of baked crackle finishes with red translucent plastic inserts which are brilliantly illuminated. Designed and engineered by seasoned coin machine mechanics, here is truly a proven money-maker that will put your old phonographs back in the big money class.

DON'T PASS JUDGMENT on PENNI-TONE until you have the FULL STORY. Our facts and figures and PENNI-TONE's low price will amaze you.

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EX-3404
1511 West Pico Street
LOS ANGELES, CALIF.

—TERRITORIES OPEN FOR BONA FIDE DISTRIBUTORS—

Fuller Pleased With Heads-Up Selector

ALBANY, N. Y.—Johnny Fuller of Universal Vendors, Inc., 788 Broadway, this city, distributor of Heads-Up-Selector in the Albany area reports that the firm is now featuring this unit on all their 616 record automatic phonos.

According to Johnny, who was in conference with Rudy Greenbaum, District Manager for Packard Manufacturing Corp., Fort Wayne, Ind., at the time, "There is no doubt in our minds that Homer E. Capehart's 'Heads-Up-Selector' is one of the best products that was ever manufactured to light up, dress up and modernize the 616 automatic phono. This unit does so much for the phono that location owners report to us they get compliments on it from their patrons. This not only helps the intake but also keeps our 616 phonos in operation.

"Since the 616 phonos are paid for this makes it profitable from the standpoint that we are assured a longer run with paid for equipment as long as it meets with the approval of the location owner and the public. Even if the machines didn't earn an extra cent more, which they are earning, we would still be plenty satisfied, for the "Heads-Up-Selector" is the means for us to retain this paid for equipment and continue in business without increasing our overhead." ◆

Dick Todd

An Insight Into the Career of the Lad who gave Jim Mangan's Tune the Magic Touch.

by

JACK RYAN and MARTHA MOORE

It takes either a simple soul or a very hardy customer indeed to report for a job with a railroad track gang while wearing a pair of kid gloves. Dick Todd, NBC and Bluebird song star, is not a simple soul, so you've got to arrive at the conclusion that he had the hardihood to settle his own fights when he applied for that job on the railroad a number of years ago. As a matter of fact, the summer he held that particular track laying assignment with the Canadian Pacific Railroad, young Todd came out to the scene fresh from a stellar heavyweight season on the McGill University boxing squad. He weighed in at 185 and stood a little under six feet tall. Add that to the fact that he packed a head of flaming red hair and a pair of ready mitts and you begin to see why nobody on the railway gang raised so much as an eyebrow over the kid gloves.

Since the above memorable incident, nobody has ever stopped to argue with Dick Todd very hard or for very long. He doesn't carry any chips on his shoulders, although they're broad enough to sustain a good sized hunk of two-by-four just in case he did want to carry a real chip. People don't argue with Todd for two reasons. In the first place he's genial and easy to get along with, and in the second place he bulks just a little too big and moves just a little too fast in the pinches to be monkeyed with. For the sake of citing one case example, six cab drivers once made it their business to hand out justice to Todd as a result of a slight traffic altercation. At the end of 10 minutes, the six were glad to call it a draw and get out of there. Todd, who never cherishes a grudge, grinned at the retreat and observed to the cop who appeared about that moment that he'd been having a good time and was sorry there hadn't been eight drivers instead of six.

Put it down on your memorandum pad that the greatest single characteristic about Dick Todd is that he gets joy out of life, and whether it's a romance or a fight he's ready for it with the cheerful grin that's always lurking somewhere around the corners of his mouth and eyes.

That grin emerges in the voice that has given Dick Todd one of the greatest radio and phonograph names in the nation. It was that grin and all it implied, that sent Dick Todd off to sign papers as an able seaman on a freighter that butted its nose into most of the ports in the western hemisphere. It was the same cheerful approach that opened up the western hills to the Todd footsteps, that carried him on up into the chill of the north to see the bay that Hendrick Hudson discovered. And it was that same happy willingness that sent Todd over the Canadian border into the United States for all time in 1936 when the cheerful meanderings of the preceding years, finally cleared out into a broad, straight road to a chosen career.

Canadian born, the way the United States sized itself up to Todd was as a place where the competition in his field was infinitely tougher than it was in Canada. But where, in reward for facing that toughness without flinching, a young fellow with his future ahead of him might find no end to the horizons, no limit to ambition except the deep blue sky. Before the song was ever written, Todd knew about that place "somewhere over the rainbow," its name was U.S.A., and in the realization that allegiance is one thing that you cannot divide, he gladly accepted the responsibility for stepping over the boundary line completely. After his first try at radio in New York, Dick Todd applied for citizenship.

From a voice that few people knew as recently as 1936, Dick Todd in four years has found that the spaces over the rainbow are a lot nearer than they used to be. He came, in the first place, to make a few Bluebird recordings and to do a guest appearance on the Magic Key of RCA. The cheerful red head from over the line by common consent of the people of these United States, was something that the listeners wanted. It was a very short jump to a commercial show with Larry Clinton, another hop carried him into the featured baritone spot with Artie Shaw and Bob Benchley. His third radio hop landed him on Avalon Time, to be succeeded by the revival of the famed Show Boat this year with a coast-to-coast NBC-Red network.

Meantime, the red headed baritone was finding the battle good in the recording business. From the first few platters that rolled from the Bluebird recording tables, Todd suddenly jumped to a schedule that would have put the quietus on a lesser man. In 1939 he turned out half a hundred tunes. This year the schedule has been upped and re-upped to the point where year's end will find just about 100 songs recorded by Todd.

Recording companies put tunes on discs because they sell—they don't do it for fun. If any gauge were needed as to how young Mr. Todd stacks up with the people of his adopted land, a hardboiled look at his recording statistics would be enough to sell you on the idea that Todd sells. If you want to get technical about it, the Bluebird-Victor people will let you in on the fact that this year Dick is making more recordings than any other individual engaged in turning out platters for the firm.

That's the straight commercial side of it—one of the things that Todd gambled for when he came south of the border. But sales, taken by themselves, haven't been all of it by a long shot. To make any such assertion would put the asserter in a class with Joe Goofty and other sky-blue idiots. Todd believes in paying off. Had his reception been anything less than it was, there might not have been very much for him to return. As it stands, though, as quick as he was able to get his breath after the first whirlwind rush of popularity, Todd started looking about for some way of expressing his thanks for being given the chance.

There was only one logical way of expressing himself. He couldn't go out and mow down a bunch of bully boys or lay a mile of track to show how he felt about America. However, he could pay off in the kind of thing the public seemed to like best from him—he could find a suitable tune that told how he felt about matters and sing it.

Short of writing a tune himself, he didn't have much of an idea as to where he was going to find it. Purely as an experiment, he had a try at it anyway, but gave up that and went scouting in all the places that were available to hunt for such a song. He might still be at it if a fellow by the name of Jim Mangan hadn't come along with exactly the kind of nationalistic sentiment that Dick had been looking for in the form of a tune called "We're All Americans, All

Jim Mangan's Song—

"We're All Americans, All True Blue"

Dedicated to the Coin Machine Industry, is now on sale

BLUEBIRD B-10840

featuring

DICK TODD

The Coin Machine Industry is the Fastest Growing Business in America!

In the past 7 years it has increased 100%

●

WIRED MUSIC IS THE BIGGEST MONEY-MAKER IN THE BUSINESS TODAY!

I have a Proven and Tested System that is going to make somebody a Fortune

●

Will Stand the Fullest Investigation.
Units Now Operating

●

If you have money to invest and want to climb aboard a sure winner

WRITE TODAY TO BOX 320

COIN MACHINE REVIEW
1115 Venice Blvd. Los Angeles

John Mondelli, president of the Simplex Distributing Company, Wurlitzer Distributors of Jacksonville, Florida, doesn't do things by halves. Proof that he does is the picture above—the Simplex staff with two carloads of Wurlitzer Phonographs just unloaded as they arrived from the factory.

True Blue." Todd had one look at it, let out a shout that they heard from Chicago to Camden and the tune went into his next broadcasting schedule. It doesn't say everything that he feels about the place, but it says a lot of them.

Chances are good, now that he has picked it, the song is going to be a highly popular proposition with the listening audience. It has the Todd touch, and in the estimate of the song writers, that's one of the luckiest things that can happen to a tune. In the last two years, the Todd touch has fallen on just about 300 songs that he has sung for the records or for his broadcast. Out of the lot there hasn't been one flop. All of the tunes have been better than average, and at least 100, by fair estimate, have been hit tunes.

You can call it a magic seventh sense. Or you can come closer to the truth by calling it a case of a young fellow who is glad to have had a chance and who is anxious to make good for his own sake and for the sake of the people he has come to live with. ◆

Rullman Announces AMI Merger

CHICAGO—Automatic Instrument Company, Chicago and Grand Rapids, Michigan, has merged with the Automatic Equipment Corporation, according to an announcement made here August 21st by E. E. Rullman, president of the last named firm.

The equipment corporation is to be liquidated, Rullman explained, and its 23 operating subsidiaries will become distributing companies.

Stockholders of Automatic Instrument approved the merger at a special meeting August 19th and 32,000 shares of new common stock will be issued by the new company—about 25 percent of which will be issued to the stockholders of the equipment corporation.

Through the merger the assets of Automatic Instrument will be increased from $1,447,320 to $2,400,327. The stock of the company is not listed, but is held by about 2,000 stockholders, Rullman states. ◆

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

Cal. Simplex in Larger Quarters

LOS ANGELES—September 1st found the California Simplex Distributing Company in new and larger quarters at 1348 Venice Boulevard in Los Angeles. New spot is near the intersection of Hoover street in an uncongested neighborhood which provides ample parking for California Simplex customers.

Said Art Freed in commenting on the move: "We feel we have made a fortunate move in switching our place of business to the 1348 number on Venice Bouelvard. In our new quarters we have considerably more space and facilities to properly care for the every want of our operators. A complete stock of new Wurlitzer console models, in addition to an adequate supply of Bar and Wall Boxes are now on hand. Then too we have installed a complete supply of parts for all model Wurlitzer phonographs so that there need be no delay at any time in taking care of the requirements of our customers.

"We're right proud of our new quarters, the adequate free parking the neighborhood provides, and its easy accessibility to the downtown area. We invite all operators to come in and see us. The welcome mat is always out at California Simplex and we are here for one purpose, and one purpose only, . . . to give you equipment and service that will aid you in making more money." ◆

● ●

Captain, to beautiful young thing: "Remember, if anything happens on this trip I want you on my raft." ◆

PLAN NOW
TO ATTEND THE
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show Ever Staged in the West
DON'T MISS IT!

AT LAST--

WIRED MUSIC AT LESS THAN $1000!!!

[FOR A UNIT OF 10]

J. M. Pedersen, Jr., San Francisco, shows Mrs. Pedersen the ease of operating our new unit.

Complete System Adaptable to Your Phonographs

Here, at last, is a tried-and-proven way to convert your present phonographs into Wired Music Units at a surprisingly low cost. No longer is it necessary for you to junk your expensive phonographs which, in beauty, rival most of the Wired Music Units of today. With our system, at a figure unbelievably low, these phonographs can be easily converted into Wired Music Units capable of increasing your per machine earning power tenfold.

Join the March of Progress TODAY! Stop useless delays which have been costing you hundreds of dollars weekly. Get into the big money class NOW. Get full particulars today, without delay!

WRITE—WIRE—PHONE

OSBORN MUSIC CO.

1154 West Washington Blvd. Los Angeles, Calif.

PRospect 6451

HEADS-UP-SELECTORS

HOMER E. CAPEHART

MAKE YOUR PAID-FOR INSTRUMENTS *PAY YOU!*

The real profits come when your old phonographs are paid for. But it takes modernized instruments to hold the good locations and maintain collections.

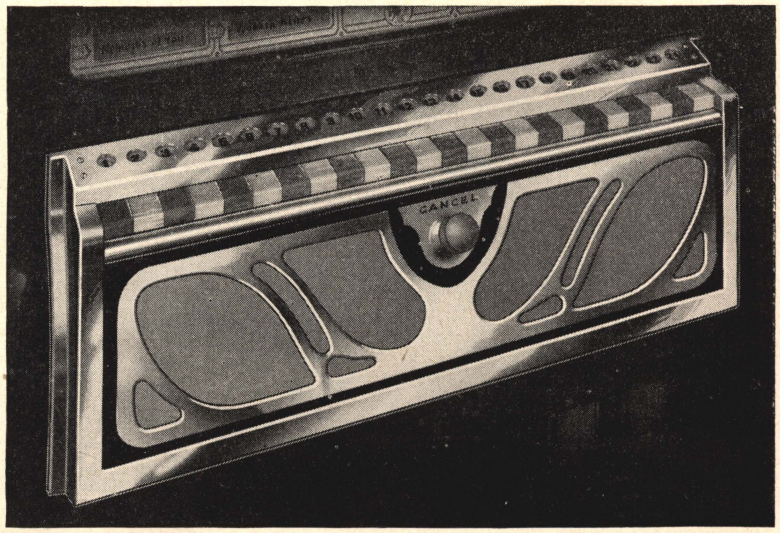
Homer E. Capehart has given you the answer to one of your toughest problems . . . with the "HEADS-UP" SELECTORS . . . made to help you CASH IN ON YOUR INVESTMENT!

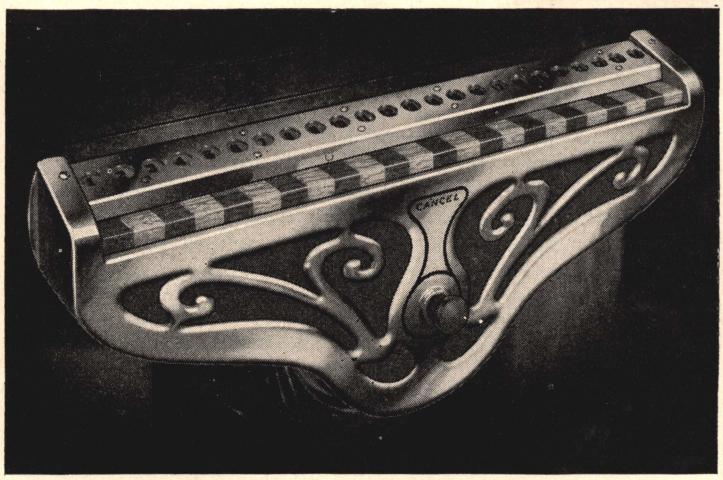
"HEADS-UP" SELECTORS smartly modernize your phonographs—give each instrument new eye appeal and playing convenience which rivals the latest models—change the appearance of an instrument so completely that replacement is unnecessary.

Operators from coast to coast report increases in collections after installing "HEADS-UP" SELECTORS. The new lighting . . . colorful keys and front panel . . . and great improvement in selection and playing convenience adds up to real profits. Be smart — MAKE YOUR PAID FOR PHONOGRAPHS ***PAY YOU!!***

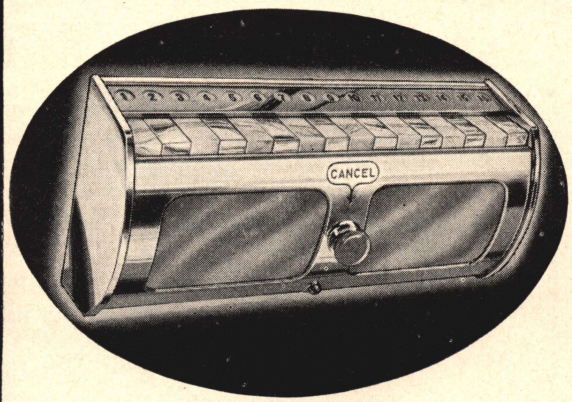
MODEL 24

MODEL 24: Brilliantly lighted keys, front panel and selector numerals produce over-all effect of completely changing the appearance of Model 24 phonographs. Replaces old selector panels and title strip holders—new title strip holder furnished, mounted at correct angle in back of door glass. Model 24 brings greater eye appeal — easier selection — increases profits — makes location owners happy.





MODEL 600 Designed to fit Model 600 phonographs, replacing old rotary selector. Harmonizes perfectly. Aluminum grille over richly lighted plastic panels . . . heavy plastic red and white lighted keys . . . give Model 600 outstanding new brilliance that steps up collections.



MODEL 616

MODEL 616: Modernizes 16 record instruments . . . adds years to their profitable life. Simple installation on location — simply remove the plate and knobs of old selector — drive in two screws and connect one wire.

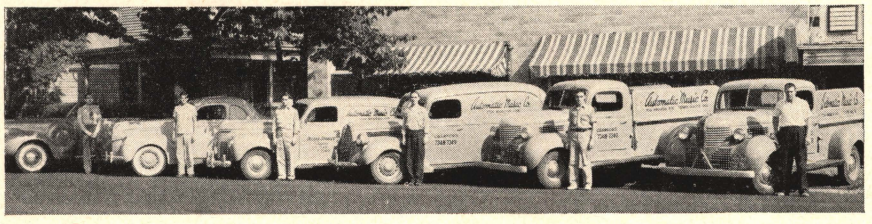
PRODUCTS NO. 1 *Model 616 Model 24 Model 600*

PACKARD MANUFACTURING CORP., FORT WAYNE, IND.

HOMER E. CAPEHART - PRESIDENT

Pictorially Speaking

Charles Engleman, President of New York Operators' Association; Dick Todd, Bluebird Record Artist; and Jim Mangan, writer of nation's new patriotic Bluebird hit: "We're All Americans, All True Blue."



Alfred Byrd operates the Automatic Music Company, Terre Haute, Indiana. He is no relation to the Admiral by the same name but, he says he'd go to the South Pole to render his customers service—and by the look of his truck fleet we believe him. Wurlitzers are Byrd's mainstay.

Harris to Preside at Coast Ball-Banquet

LOS ANGELES — Phil Harris, the maestro of the Jack Benny Program, the attendance record breaker on personal appearance tours, and the lad that made the deep South deep, is coming home.

After a summer session of playing the dance spots of the nation, where he set all-time records for attendance in over 75% of the spots, Phil Harris is returning to Los Angeles with his full band and company of entertainers to be on hand for the big Ball and Banquet planned as a climax to the Western States Coin Machine Convention.

The big affair is to be staged in the Wilshire Bowl which has been taken over on an exclusive basis for the evening. Harris will provide the dance music, emcee the half hour coast-to-coast broadcast over the Mutual network, and play the two floor shows to be staged by Lou Dorn, Hollywood's premiere dealer in stars.

Harris' recordings have sold into the thousands in all parts of the country and as a special tribute to the industry Phil will give a short medley of all his recorded hits.

Several special extra surprise features, which contractural arrangements do not permit us announcing, will be presented during the evening. Jack Benny, Mary Livingston, and Rochester will be in town and . . . anything can happen. Plan now to take in this event. ◆

Joseph Richarme, owner of the Long Beach Coin Machine Company, and M. B. Cunningham, owner of Merle's Drive-In Stand, pose with some of the waitresses in this attractive place in front of their Wurlitzer Counter Model 71.

Counter Wurlitzer Cops the Coin

LOS ANGELES — One of California's liveliest Drive-In Stands is Merle's at Long Beach. Doing a thriving business, this attractive deluxe stand offers its patrons automatic music with a Wurlitzer Counter Model 71.

Placed in this location by Thompson Bros., Long Beach Wurlitzer Music Merchants, they report that it has proved a tremendous help in entertaining customers and a very decided business asset.

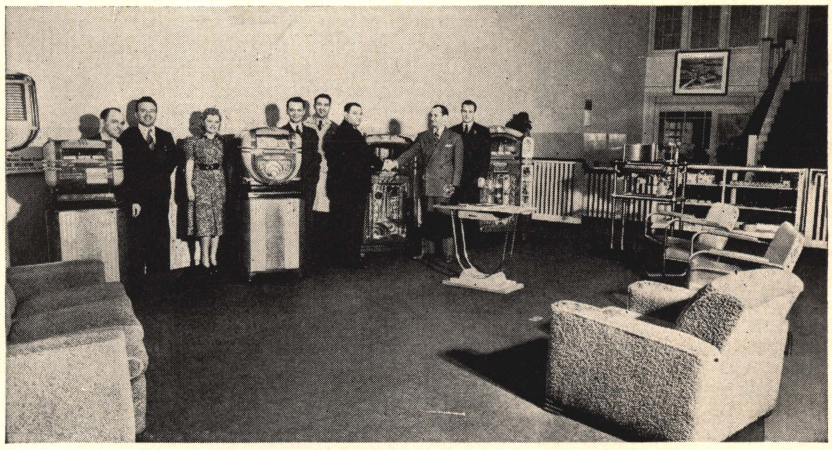
In fact, Thompson Bros. say all Drive-In Stands are naturals for Wurlitzer Counter Model music and they're after them hot and heavy.

Proprietors of these places say Wurlitzer music attracts customers and entertains them so well that they stay longer and often order more refreshments just for an excuse to sit and listen to the music. ◆

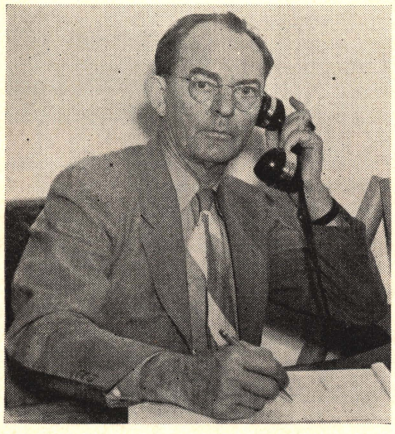
Zasu Pitts Taking a Self Portrait on the Photomatic.

The Osborn Music Company, of Los Angeles, headed by A. D. Osborn and his son, Dwight, have shown their far sightedness by getting in on Packard Corporation Product No. 1, Heads Up Selector. A. D. Osborn is one of the old-timers in the coin music business. The Osborn Music Company is one of the leading Distributors in Southern California and will handle Packard Products under the supervision of W. E. Simmons, District Manager, in that territory.

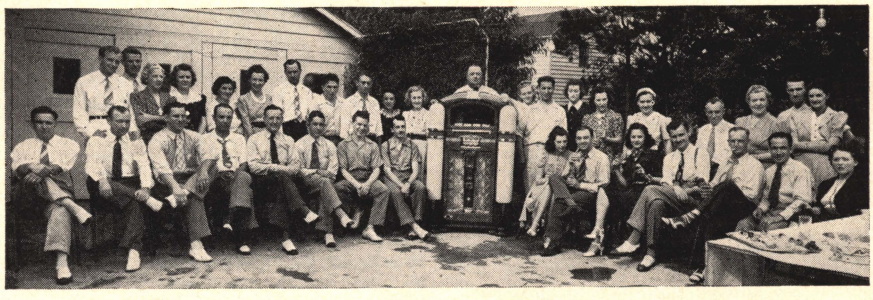
K. M. Rader, Seattle operator, shows his Kerry Blue champion check for one hundred dollars which Rader won in recent Bally Mfg. Company pet contest. The dog's name is Terry O'Toole.



ABOVE: Interior of San Francisco headquarters of California Simplex Distributing Company with the following members of the staff lined up in their attractive showrooms: Walter Rehder, Frank Hall, Dorothy O'Connor, Roger Loutz, Charles Bisagno, Alvin J. Goldberg, Arthur Freed and Robert Cooper.



Ed Collison, head of Packard Engineering staff.



Once a year Morris Hankin, Wurlitzer Distributor in Atlanta, stages a party for his employees and their families or friends. Above photo was taken at the 1940 Picnic which was declared a humdinger by those in attendance.

Don't Be A "GUINEA PIG!"

Buy MAESTRO

The Acknowledged Leader in WIRED MUSIC!

MAESTRO IS A PROVEN PRODUCT

The Pioneer of Wired Music • The Leader in National Sales

Maestro Hit Parade

1. Most extensive field experience in the Wired Music industry!
2. Years ahead in engineering and development!
3. Proven economy in operation and maintenance!
4. Unequaled music reproduction!
5. Absolute speech fidelity!
6. Instantaneous talk-back without switching!
7. Customer and operator can easily converse while the music is playing!
8. The most durable and beautiful cabinets ever created!
9. Variable lighting effects—colors easily changed to suit any location!
10. Unparalleled nationwide installation and service, assured by an exclusive contract with the Altec Service Corporation!

Licensed by Electrical Research Products, Incorporated, under United States patents of American Telephone and Telegraph Company, and Western Electric Company, Incorporated. Precision built under the highest standards of workmanship and materials.

IMMEDIATE DELIVERIES

Maestro

Manufactured and Guaranteed by

RODNEY PANTAGES, Inc.

6455 Sunset Boulevard **Hollywood, California**

HIllside 7374

Maestro Factory In Mass Production

HOLLYWOOD—With orders piling up from all parts of the country, Rodney Pantages, Inc., manufacturers of Maestro Wired Music equipment see a big season ahead for Wired Music operators.

Oakland, California, has gone practically 100% for Maestro equipment. Sixty units are now in operation and another 45 are to be installed within the next ten days. A group of operators have formed the Allied Amusement, Inc., to handle the operation of 105 units in the Bay district industrial city.

Likewise activity in other parts of the nation attests to the popularity of Maestro units. In Northern Ohio and Michigan the Maestro System, Inc., has been formed with headquarters in Detroit to handle the sale of units in the territory named. Robert Pearse is president of Maestro System, Inc.

Other units are now being installed in Lexington, Kentucky, Springfield, Illinois, and several other eastern cities.

Arsene Pernetti, sales representative for Rodney Pantages, Inc., is leaving Hollywood shortly to cover the eastern and middle western territories to make additional distributorship appointments.

Here in Hollywood the factory is now in mass production and a strong list of trained technicians are at work turning out Maestro units for shipment to all parts of the United States. ◆

Krupa Applaudes New Mangan Tune

CHICAGO—When Gene Krupa, popular orchestra leader and world famous drummer, played the Chicago Theater the first week in August he closed each stage appearance with a rendition of Jim Mangan's "We're All Americans — All True Blue," and received tremendous applause from the audience.

At each performance the audience was invited to join the band and vocalist in singing the first and second choruses of the popular song. ◆

Voca-Tele Appoints Florida Outlet

LOS ANGELES — Voca-Tele Company, newest manufacturer of coin operated Wired Music, located at 1107 North Highland Avenue, Los Angeles, California, reports that Bill Shayne, head of Dixie Music Company of Miami, Florida, made a trip to Los Angeles and looked over the Wired Music situation and signed up as exclusive distributor for Florida for Voca-Tele units.

Voca-Tele Company reports enthusiastic reception by California operators for its units and the close of several large deals in and around Los Angeles.

Tone quality of Voca-Tele is exceptionally good. Mr. Burnham, who heads the Voca-Tele Company, and who has had years of experience in the manufacture of the Burnham Phonographs and of fine radio cabinets is responsible for this as tone quality is one of the things he insists upon in musical instruments. ◆

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

It's Taking Pasadena by Storm!!!

HARMONY HOSTESS

WIRED MUSIC

MUSIC PLUS PERSONALITY
VIA TELEPHONE WIRE

Harmony Hostess Betty West with Harmony Hostess Phonograph

Harmony Hostess brings to you at your favorite restaurant or cocktail lounge —

HIGH FIDELITY MUSIC
HOSTESS PERSONALITY
LATEST RECORD RELEASES
OLD FAVORITE MELODIES
OVER 1000 SELECTIONS

From our sound proof, elaborately equipped studio, music comes to you via our private telephone wires.

"Your Choice by Voice"

HARMONY HOSTESS WIRED MUSIC CO.
100% PASADENA OWNED AND OPERATED
ARCH C. RIDDELL BOB RIDDELL
Telephone: SYCAMORE 3-2701

Here is a good example of profitable public advertising. This ad has appeared repeatedly on the back cover of the Theater Directory in Pasadena and has been responsible for a sizable number of new locations for the operator-advertiser. This firm also distributes a 4-page explanatory booklet on Wired Music which gives a complete account of how this new fascinating service operates. It is enterprising ideas like these that are responsible for new top grosses.

Riddell Installation "Clicks" in Sub-City

LOS ANGELES—Wired Music in itself is not enough to popularize it properly. So believes Arch C. Riddell, owner and operator of the Harmony Hostess Wired Music installation in Pasadena, a suburb of Los Angeles.

Riddell has gone the limit in publicizing his Wired Music, the first in Pasadena. He has consistently used the back cover of the Theater Directory (reproduced herewith) and in addition has carried paid space in the dailies and semi-weeklies in Pasadena to call attention to his installations.

Pasadena papers have been quick to sense the presence of a new mechanical wonder and have been lavish in their comments and praise of the new Wired Music set-up in their city.

Riddell has incorporated many unique and unusual features in his service to locations. A complete report on these will be published in a subsequent issue with detailed information as to their value in increasing the "take."

Suffice it is to say at this point that Riddell has taken the proverbial "bull by the horns" in his Pasadena installation and is giving to locations in that city a service that heretofore their fondest fairy tale dreams would not permit. ◆

Steffen Joins Rock-Ola As District Manager

CHICAGO — Frederic William Steffen, well-known figure in the phonograph field, was recently appointed district manager to fill the vacancy caused by Danny Wertz, who resigned to become a Rock-Ola Distributor. Steffen will handle the Atlantic Seaboard states from Virginia down through Florida. ◆

for PICTURES
It's MOTT

For portraits and commercial shots you cannot get better work at a fair live-and-let-live price. We are official photographers for the industry. Our work appears in every issue of this publication. Call us and be assured of a perfect result. Ask for

Bernard Merge at
MOTT STUDIOS
2115 Pico Boulevard EX-2458
Los Angeles, California

Freddie Fisher, the "Old Schnicklefritzer", and Don Leary, of Automatic Sales, Minneapolis, pick out one of Freddie's latest numbers by means of the Capehart "Heads-Up" Selector. Freddie will be in Hollywood soon for an engagement at Rudy Vallee's Pirates Den and a few turns in pictures.

Here's why Thousands Have Switched to the

4000 Play

PFANSTIEHL NEEDLE

NO BREAK IN PERIOD
A special high polish applied to the needle point gives the equivalent effect of actually having played 3 or 4 records. A further reduction in record wear.

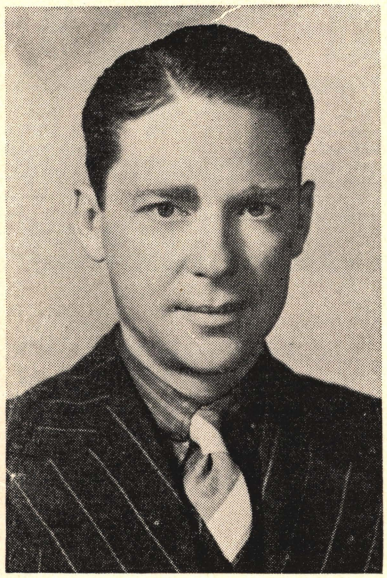
NEEDLE MUST NEVER BE TURNED
One side of staff is purposely made flat to prevent turning. Reduces time of servicing.

ROUND POINT
Assures truer tone with less record wear.

POINT WILL NOT BREAK OFF
The special Pfanstiehl alloy point won't break off even under the hardest service.

4000 PLAY
The Pfanstiehl needle costs you less and saves you more per 1000 plays. Order your supply today.

PFANSTIEHL CHEMICAL COMPANY
Musical Division
105 Lake View Avenue, Waukegan, Illinois



JEAN MINTHORNE

My Sincere Thanks

I wish to thank the Music Operators of Southern California for their excellent patronage during the month of August which made possible my being able to win First Place in Rock-Ola's Million Dollar National Sweepstakes Sales Contest and a handsome gold Elgin watch as evidence thereof.

My territory led in the sale of new Rock-Ola Luxury Light-up Phonographs and "Dial-A-Tune" Wall and Bar Boxes during August . . . certainly a genuine tribute to a great line of musical instruments.

●FLASH! ROCK-OLA WIRED MUSIC SYSTEM NOW READY FOR DELIVERY! GET FULL DETAILS! LIBERAL TERMS!

JEAN J. MINTHORNE
EXCLUSIVE ROCK-OLA DISTRIBUTOR
2920 West Pico Street **Los Angeles, Calif.**
PArkway 1179

Ponser Goes For "Big Future"

CHICAGO—"Flying in especially to look over our new machine, Three-Score, George Ponser convinced himself that we have a real winner on our hands," says Dave Gottlieb, president of D. Gottlieb & Company. "George is considered one of the shrewdest distributors in the country, and his opinions really carry weight.

"Three-Score has everything vital to machine success," continued Dave. "Its action is fast and new and its constant "come-on" makes players wild about the game. They go for the 8-way winning possibilities in a big and paying way. From every angle Three-Score points to bigger earnings for everyone concerned." ◆

"Are you a good carpenter?"
"Yes."
"Then how do you make a Venetian blind?"
"Stick your finger in his eye." ◆

● ●

Lady: "So you are on a submarine. Tell me, what do you do?"
Sailor: "Oh, I run forward and hold her nose when we're going to dive." ◆

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

Record Score Sheet

KEY TO RATING

5★ EXTRA GOOD. Recommended for use on any phono. Don't pass it up.
4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.
3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.
2★ FAIR. Just passable entertainment.
1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

5★ 10840 Dick Todd
WE'RE ALL AMERICANS (V)
SWEET LORRAINE (V)

4★ 10838 Bob Chester
DON'T LET IT GET YOU DOWN (FT VC)
PRACTICE MAKES PERFECT (FT VC)

4★ 10837 Mitchell Ayres
I'M WAITING FOR SHIPS THAT NEVER COME IN (FT VC)
SYMPATHY (W)

3★ 10836 Larry Clinton
BOLERO IN BLUE (FT VC)
SHADES OF TWILIGHT (FT VC)

3★ 10835 Earl Hines
CALL ME HAPPY (FT)
BLUE BECAUSE OF YOU (FT VC)

4★ 10834 Four King Sisters
THE CALL OF THE CANYON (V)
FIFTEEN MINUTES INTERMISSION (V)

1★ 10833 Carl Ravazza
LOVE TALES (FT VC)
SOUTH OF PAGO PAGO (FT VC)

4★ 10832 Glenn Miller
CROSSTOWN (FT VC)
WHAT'S YOUR STORY, MORNING GLORY (FT VC)

3★ 10839 Johnny Pineapple
KUU HOME (FT VC)
TOMI TOMI (FT VC)

2★ 8498 Bill Boyd
I WANT A FELLER (HB FT VC)
I'LL TAKE YOU BACK AGAIN (HB FT VC)

4★ 10824 Dinah Shore
SMOKE GETS IN YOUR EYES (V)
HOW COME YOU DO ME LIKE YOU DO? (V)

3★ 10825 Charlie Barnet
I DON'T WANT TO CRY ANYMORE (FT VC)
PROMPTON TURNPIKE (FT)

4★ 10826 Blue Barron
GET THE MOON OUT OF YOUR EYES (FT VC)
SOMETIMES I'M HAPPY (FT VC)

3★ 10827 Les Brown
GRAVEDIGGER'S HOLIDAY (FT)
BLUE DEVIL JAZZ (FT)

3★ 10826 Gray Gordon
LOOKING FOR YESTERDAY (FT VC)
THE PEASANT SERENADE (FT VC)

4★ 10829 "Fats" Waller
STOP PRETENDING (FT VC)
HEY! STOP KISSIN' MY SISTER (FT VC)

3★ 10830 Freddy Martin
THE SAME OLD STORY (FT VC)
TUMBLE DOWN RANCH IN ARIZONA (FT VC)

3★ 10831 Bob Hamilton Trio
SAFARI (FT)
S. O. S. (FT)

3★ 10816 Mitchell Ayres
MY PIGGY BANK IS JING-A-LING AGAIN (FT VC)
AIN'T IT A SHAME ABOUT MAME? (FT VC)

3★ 10818 Old Timer's Orchestra
AULD LANG SYNE (W VC)
ROSES OF PICARDY (W VC)

3★ 10819 Gray Gordon
FERRY-BOAT SERENADE (FT VC)
I COULD MAKE YOU CARE (FT VC)

4★ 10820 Larry Clinton
BOO-WA BOO-WA (FT VC)
HALF-WAY DOWN THE STREET (FT VC)

3★ 10821 Bob Chester
NOW I LAY ME DOWN TO DREAM (FT VC)
LI'L BOY LOVE(FT VC)

3★ 10822 Dick Todd
CAN'T GET INDIANA OFF MY MIND (V)
MY GREATEST MISTAKE (V)

2★ 10823 Harlan Leonard
MY POP GAVE ME A NICKLE (FT VC)
"400" SWING (FT)

COLUMBIA

5★ 35621 Kay Kyser
CHIAPANECAS (W VC)
AVALON (FT VC)

4★ 35623 Raymond Scott
NOW I LAY ME DOWN TO DREAM (FT VC)
AND SO DO I (FT VC)

4★ 35625 Jimmie Lunceford
WHATCHA KNOW JOE? (FT VC)
PLEASE SAY THE WORD (FT VC)

5★ 35627 Kay Kyser
FERRY-BOAT SERENADE (FT VC)
THE CALL OF THE CANYON (FT VC)

4★ 35630 Ray Noble
THAT'S FOR ME (FT VC)
RHYTHM OF THE RIVER (FT VC)

4★ 35632 Virginia O'Brien
I'M AN OLD JITTERBUG (V)
SPRING (V)

2★ 35594 Benny Goodman
NOSTALGIA (W)
LI'L BOY LOVE (FT VC)

3★ 35595 Alec Templeton
GRIEG'S IN THE GROOVE (Piano Solo)
REDWOODS AT BOHEMIAN GROVE (Piano Solo)

4★ 35596 Ray Noble
I'LL NEVER SMILE AGAIN (FT VC)
MAYBE (FT VC)

3★ 35597 Will Bradley
ORCHIDS FOR REMEMBRANCE (FT VC)
LOVE LIES (FT VC)

3★ 35599 Eddy Howard
I'LL NEVER SMILE AGAIN (V)
NOW I LAY ME DOWN TO DREAM (V)

4★ 35584 Kay Kyser
ANGEL CHILD (FT VC)
ROSE OF THE RIO GRANDE (FT)

2★ 35585 Raymond Scott Quintet
BUMPY WEATHER OVER NEWARK (FT)
PETER TAMBOURINE (FT)

3★ 35586 Larry Cotton with Horace Heidt
AVE MARIA (V)
DRINK TO ME ONLY WITH THINE EYES (V)

3★ 35587 Harry James
FLASH (FT)
ALL OR NOTHING AT ALL (FT)

3★ 35588 Ted Straeter
DANCING IN THE DARK (FT)
TEA FOR TWO (FT)

3★ 35589 Mildred Bailey
BLUE (V)
I'LL PRAY FOR YOU (V)

DECCA

4★ 3328 Andrews Sisters
FERRYBOAT SERENADE (V)
HIT THE ROAD (V)

4★ 3329 Guy Lombardo
THE CALL OF THE CANYON (FT VC)
THE FUNNY OLD PHONOGRAPH (FT VC)

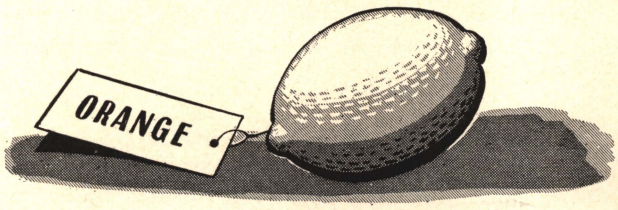
3★ 3330 Guy Lombardo
NOW I LAY ME DOWN TO DREAM (FT VC)
CROSSTOWN (FT VC)

4★ 3341 Johnny Long
ROSE COLORED GLASSES (FT VC)
WHEN I TAKE MY SUGAR TO TEA (FT VC)

3★ 5860 Cliff Bruner
NEW FALLING RAIN BLUES (FT VC HB)
SORRY (I'll Say I'm Sorry) (FT VC HB)

(Continued on Page 48)

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.



The Tag says "ORANGE" but you know it's a "LEMON" when you taste it!

Many phonograph needles have proved to be "lemons" in spite of high sounding claims. The only needle that has actually delivered profitable performance and consistently dependable service is the 2000 play PERMO POINT. For years PERMO POINTS have given operators longer record life, truer reproduction, more perfect tone and, in addition, up to $10.00 of revenue per penny of needle cost. That's why the nation's most prosperous operators insist upon PERMO POINT. That's why PERMO POINT is the only needle recommended by every phonograph manufacturer.

Permo
PRODUCTS CORPORATION
Manufacturing Metallurgists
6415 Ravenswood Ave. Chicago, Illinois

PERMO POINT

COLUMBIA and OKEH

Fullfill Your Every Record Requirement

On COLUMBIA and OKEH you get the top-flight artists of the day . . . KAY KYSER, BENNY GOODMAN, KATE SMITH, WILL BRADLEY, RAYMOND SCOTT, GENE KRUPA, DUKE ELLINGTON, JIMMY LUNCEFORD, BARRY WOOD, CAB CALLOWAY, TOMMY REYNOLDS, BEN BERNIE, JOE SULLIVAN, RED NICHOLS, HENRY RUSSELL, LOUISE MASSEY, and the HOOSIER HOT SHOTS . . . to mention only a few.

For your every musical requirements . . . COLUMBIA and OKEH RECORDS, needles, etc., see your nearest authorized Columbia Distributor today. You'll find him ready to be of every possible assistance.

—SAN FRANCISCO, CALIF.—
H. R. BASFORD CO.
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CAIN & BULTMAN, INC.
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584 Commonwealth Ave.

——CINCINNATI, OHIO——
THE HARTEN DISTRIBUTING CO.
234 East 8th St.

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———ATLANTA, GA.———
HOPKINS EQUIPMENT CO., INC.
418 W. Peachtree St., N.W.

——HONOLULU, HAWAII——
R. A. HOWE
Alexander & Baldwin Bldg.

———NEWARK, N. J.———
E. B. LATHAM & CO., INC.
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LAYER DISTRIBUTING CORP.
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MAJOR APPLIANCE CO.
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————SYRACUSE, N. Y.——
ONONDAGA AUTO SUPPLY CO.
351 East Onondaga St.

———DETROIT, MICH.———
PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.

———PROVIDENCE, R. I.———
PHILCO DISTRIBUTORS
17 Lyman St.

———LOUISVILLE, KY.———
PHILCO SALES & SERVICE, INC.
711 South First St.

———MILWAUKEE, WIS.———
RADIO SPECIALTY CO.
829 No. Broadway

——INDIANAPOLIS, IND.——
RODEFELD CO.
128 Kentucky Ave.

———ALBANY, N. Y.———
ROSKIN BROTHERS, INC.
1078 Broadway

——MINNEAPOLIS, MINN.——
THE ROYCRAFT COMPANY
1625 Hennepin Ave.

———CHICAGO, ILL.———
SAMPSON ELECTRIC CO.
3201 So. Michigan Ave.

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SOUTHERN MUSIC SALES CO., INC.
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1392 W. Third St.

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SUNSET ELECTRIC CO.
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—SEATTLE, WASHINGTON—
SUNSET ELECTRIC CO.
300 Westlake North

———DENVER, COLO.———
THE B. K. SWEENEY ELEC. CO.
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IT'S HERE

The Patriotic Smash Hit of the Year!

DICK TODD

Singing

"We're All Americans —All True Blue"

Bluebird B-10840

Get It Today!

RCA

LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

4★ 3321 Bing Crosby
CAN'T GET INDIANA OFF MY MIND (V)
I FOUND A MILLION DOLLAR BABY (V)

4★ 3322 Jimmy Dorsey
ONCE IN A LIFETIME (FT VC)
WHILE THE MUSIC PLAYS (FT VC)

5★ 3323 Dick Robertson
I AM AN AMERICAN (FT VC)
YOU'RE A GRAND OLD FLAG (FT VC)

3★ 3324 Ella Fitzgerald
GULF COAST BLUES (FT VC)
DEEDLE-DE-DUM (FT VC)

3★ 3325 Bobby Byrne
TRADE WINDS (FT VC)
LOVE LIES (FT VC)

3★ 3326 Henry King
VIENE LA CONGA (Conga)
ADIOS, PANAMA (Conga VC)

3★ 5787 Shelton Bros.
IF YOU DON'T LIKE MY PEACHES (HB V)
DON'T TAKE MY DARLING AWAY (HB V)

2★ 5859 Rice Brothers Gang
HURRY JOHNNY, HURRY (HB V)
YOU'LL ONLY HAVE ONE MOTHER (HB V)

4★ 3309 Bing Crosby
THAT'S FOR ME (V)
RHYTHM ON THE RIVER (V)

3★ 3310 Andrews Sisters
I WANT MY MAMA (V)
OH! HE LOVES ME (V)

3★ 3311 Jimmy Dorsey
AND SO DO I (FT VC)
LET ME DREAM (FT VC)

4★ 3314 Ceele Burke
TRADE WINDS (FT VC)
THEY TELL ME HAWAII IS HEAVEN (FT VC)

3★ 3315 Ceele Burke
A MOMENT IN SORRENTO (FT VC)
SOUTH OF PAGO PAGO (FT VC)

OKEH

4★ 5701 Gene Krupa
I AM AN AMERICAN (FT VC)
AND SO DO I (FT VC)

4★ 5703 Ginny Simms
I'LL NEVER SMILE AGAIN (V)
I CAN'T RESIST YOU (V)

4★ 5706 Ray Herbeck
THE CALL OF THE CANYON (FT VC)
THE MOON OVER MADISON SQUARE (FT VC)

4★ 5715 Gene Krupa
NEVER TOOK A LESSON IN MY LIFE (FT VC)
TONIGHT (Conga FT VC)

3★ 5717 Tommy Tucker
BARTENDER POLKA (FT VC)
THE MAN DON'T COME TO OUR HOUSE ANYMORE (FT VC)

3★ 5719 Billie Holiday
TELL ME MORE (V)
LAUGHING AT LIFE (V)

3★ 5685 Gene Krupa
ONLY FOREVER (FT VC)
LOVE LIES (FT VC)

3★ 5687 Cab Calloway
A GHOST OF A CHANCE (FT)
COME ON WITH THE "COME ON" (FT VC)

2★ 5688 Tommy Tucker
RHYTHM ON THE RIVER (FT VC)
AIN'T IT A SHAME ABOUT MAME (FT VC)

2★ 5689 Six Hits and a Miss
NEVER TOOK A LESSON IN MY LIFE (V)
DRY BONES (V)

4★ 5672 Gene Krupa
ORCHIDS FOR REMEMBRANCE (FT VC)
BLUEBERRY HILL (FT VC)

4★ 5674 Tiny Hill
TWO TON TESSIE (FT VC)
I'M ALONE BECAUSE I LOVE YOU (FT VC)

3★ 5675 Ray Herbeck
LI'L BOY LOVE (FT VC)
ONE LOOK AT YOU (FT VC)

3★ 5676 Red Nichols
BEAT ME DADDY (FT VC)
LOWLAND BLUES (FT VC)

4★ 5677 Lawrence Welk
IF YOU TALK IN YOUR SLEEP, DON'T MENTION MY NAME (FT VC)
KENTUCKY'S WAY OF SAYIN' GOOD MORNIN' (FT)

4★ 5678 Mary Small
BLUEBERRY HILL (V)
ONCE IN A LOVETIME (V)

4★ 05665 Hoosier Hot Shots
DIGA DIGA DO (HB N V)
THE KITTEN WITH THE BIG GREEN EYES (HB N V)

VICTOR

2★ 26724 Lionel Hampton
JIVIN' WITH JARVIS (FT)
BLUE (FT)

3★ 26725 Xavier Cugat
GUAIRA (Canto Indio VC)
MI CONGA (Conga VC)

3★ 26726 Ray Kinney
ISLAND SERENADE (FT VC)
MY TANE (FT VC)

3★ 26717 Tommy Dorsey
I COULD MAKE YOU CARE (FT VC)
THE WORLD IS IN MY ARMS (FT VC)

4★ 26718 Leo Reisman
FERRY BOAT SERENADE (FT VC)
NOW I LAY ME DOWN TO DREAM (FT VC)

2★ 26695 Wayne King
FORGOTTEN (W VC)
MELODY OF LOVE (W)

2★ 26696 Lionel Hampton
DOUGH-RA-ME (FT VC)
I DON'T STAND A GHOST OF A CHANCE WITH YOU (FT VC)

3★ 26697 Xavier Cugat
CINCO HIJOS (VC)
TUNARE (VC)

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

PLAN NOW
TO ATTEND THE
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show Ever Staged in the West
DON'T MISS IT!

Victor Records Reduced to 50c

CAMDEN, N. J. — The recordings of Victor's popular artists, from Tommy Dorsey to Kenny Baker, are now to be had at 50c, as part of a sensational new price schedule announced by Frank B. Walker, RCA Victor Vice-President in charge of Record Activities.

Victor artists now available on 50c discs include such names as Kenny Baker, Larry Clinton, Xavier Cugat, Tommy Dorsey, Duke Ellington, Gracie Fields, Lionel Hampton, Hal Kemp, Ray Kinney, New Friends of Rhythm, Quartet of the Hot Club of France, Leo Reisman, Jean Sablon, Artie Shaw and Bea Wain. ◆

Six Month Royalties Top $120,000.00

NEW YORK — Jack Robbins, head of "The Big 3" music publishing group, comprising Robbins, Leo Feist, and Miller Music, announced that the three companies' music royalties for the first six months of 1940 amounted to $120,476, an increase of 22 per cent over the same period in 1939. ◆

Immediate
RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS

RCA

An Important Message that will interest every phonograph operator

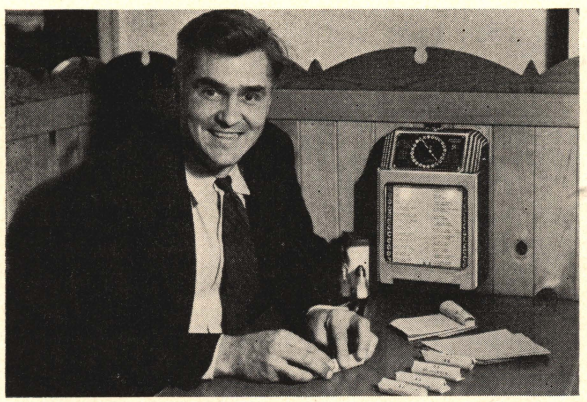
See Next Page . . .

Read How These Operators Are

THE BUCKLEY

Average Complete Installation Costs

MAY BE USED WITH



Johnny Ellis, star route man for Kingston, empties a Buckley Wall Box at Stanley's Fountain, San Francisco. Kingston operates several Buckley Wall Box installations.

Operators everywhere are doubling and tripling profits with Buckley Music Systems!

With a proved record of successful, trouble-free service for the past two years, Buckley Wall Boxes have demonstrated their outstanding dependability . . . moderate cost of installation . . . and simplicity of operation. Any operator with ordinary electrical knowledge can easily service a Buckley Music System.

And when you install Buckley Wall Boxes in your location, you have made a PERMANENT installation. No additional investment is required. You do not need to buy new phonographs year after year to keep your locations satisfied. Your present phonograph equip-

Stanley's Fountain, corner Sutter and Steiner, in San Francisco. Stanley's Fountain is one of Sam Kingston's recent installations. Read his comments to the right.

Sam Kingston Says:

William Corcoran Co.
927 Larkin St.
San Francisco, Calif.

Dear Bill:

I am taking time off to say, "I am sore at you". You told me what the Buckley Boxes would do but really Bill, I thought that you were kidding. The reason for my being peeved is that you did not chain me down and beat it into my head with a bat and I have wasted several months making up my mind.

My first installation was at Stanley's Fountain where I had a Model 500 grossing between $14.00 and $18.00 per week. As you know, this is not considered a bad take and I rather hated to disrupt it. Nevertheless, to make a long story short, there are now 8 Buckley Boxes in this location and believe it or not the boxes had $41.70 in them at the end of the first week and every subsequent collection has been between $35 and $50.

I am really sold on Buckley and am setting my cap for a route of Buckley installations. If any operator really wants to know about them, refer him to me and I will be glad to give him my experience.

Wishing you the best of luck, Bill, and I know you will have plenty of it with Buckley's, I am,

As ever yours,
SAM KINGSTON,
San Francisco.

WILLIAM

Distributor of Buckley Music Systems for

SAN FRANCISCO
WILLIAM CORCORAN
927 Larkin Street
Telephone GR. 7878

LOS ANGELES
GENERAL MUSIC COMPANY
Bud Parr, Manager
2275 W. Pico Blvd. Phone EX. 9281

Doubling & Tripling Revenue With

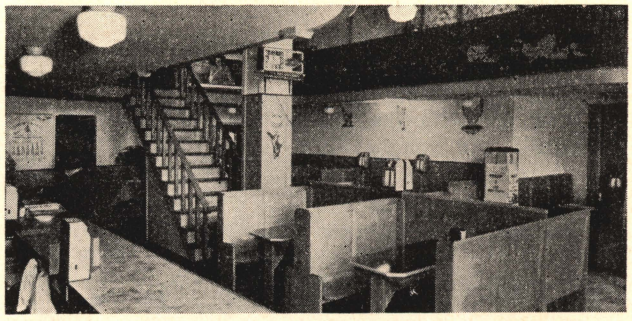
MUSIC SYSTEM

No More Than A New Phonograph

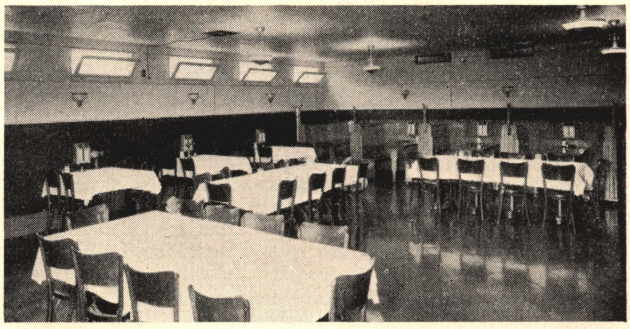
ANY MAKE OR MODEL

ment, regardless of make, model or age, can be converted into Buckley installations. For example—two old 12-record phonographs may be converted to one modern 24-record Buckley installation. And the average complete installation costs no more than a new phonograph!

For your convenience, we main facilities for all types of Buckley installations through 3 Pacific Coast offices: San Francisco, Los Angeles and Portland. Visit the office nearest you and investigate the profit possibilities of Buckley Music Systems. Discover how other operators are doubling and tripling their revenue—eliminating the "bugaboo" of costly phonograph depreciation!



The Chicken Roost, popular cafe in Vancouver, Washington, with booth and counter Buckley Wall Boxes.



Another Buckley installation — the New Cathay cafe in Portland, Oregon, with 32 Buckley Wall Boxes in operation.

A portion of Geo. Wheelock's 42 box Buckley installation — Bradley's Cafe, Huntington Park, California.

Comments From Other Operators

—"It is indeed with a great deal of pleasure that I heartily endorse your Buckley Wall Boxes and your method of installing this system, using the equipment that we operators have been educated to believe was obsolete. As you know, we now have five locations running with your equipment and a sixth one going in next week. In these five spots the Buckley Wall Boxes have more than doubled the amount that we formerly were getting when using only a phonograph.

"Please feel free to refer any requests that you may get from operators regarding the merits of your system to my office and I will be only too glad to explain to them the potential profit possibilities as I see it.

"Wishing you the best of success in this new territory, I am

Very sincerely yours,
(Signed) J. H. HARRIS, Vancouver, Wash."

—"It was a lucky day for me when I purchased my first installation of 42 Buckley Wall Boxes, and it was indeed a pleasant surprise when I checked this installation and found $140.00 in nickels.

"Since this first installation, I have placed boxes in practically all my spots. Besides doubling my earnings, it is really a pleasure to have boxes that give no trouble.

"(Signed) GEORGE WHEELOCK, Los Angeles."

"Boost Your Business with Buckley"

CORCORAN

California, Oregon, Washington, Arizona, Nevada

PORTLAND
WILLIAM CORCORAN
A. V. Stemler, Branch Manager
807 S. W. 16th Ave. Phone BE. 4004

JOBBER FRANCHISES AVAILABLE
Several choice Pacific Coast territories open. Address William Corcoran, 927 Larkin Street, San Francisco, for full information.

Corcoran Brings Buckley Wall Boxes to Operators in Five States

●

OFFICES IN SAN FRANCISCO, LOS ANGELES AND PORTLAND TO SERVE WESTERN COINMEN

●

The Portland branch office of William Corcoran, recently opened to handle Buckley Music System sales in Oregon and Washington.

●

When you sit across the desk from William Corcoran, veteran of the Coin machine industry, you get a vivid illustration of the kind of energy, vision and business ability that have made the coin machine industry grow and prosper until it has now taken its place in the front ranks of American business.

"Big Bill," as he is affectionately known to thousands of operators throughout the country has been associated with the coin machine business for the past 24 years. For the last five years he was Wurlitzer distributor for California, Arizona and Nevada, maintaining offices in San Francisco under his own name, and in Los Angeles under the name of General Music Company, with Bud Parr as manager.

During the time he was associated with Wurlitzer as their Pacific Coast distributor, Bill operated several routes of his own in San Francisco and vicinity, with more than 300 Wurlitzer phonograph locations. Last year he became interested in the Buckley Music System and made a number of test installations on his own routes and on the routes of his operator customers. His experience with these Buckley Wall Box installations proved highly satisfactory. The average profit after installing the Buckley System in these locations increased over two and a half times that derived from the phonographs.

Last May, Corcoran sold his Wurlitzer distributorship business. He decided that he could render a real service to operators on the West Coast by making available Buckley Wall Box installations through a Pacific Coast distributorship, fully equipped to properly install and service these installations. Subsequently he secured the Buckley Music System distributorship for five states: California, Oregon, Washington, Arizona and Nevada. Main offices are in San Francisco. Last month an additional office was established in Portland at 807 South West 16th Avenue, with A. D. Stemler as branch manager. In Los Angeles, General Music Company, Corcoran's branch, has been moved back to its old location at 2275 West Pico Boulevard, with Bud Parr as manager, and will henceforth be devoted to the sale and installation of Buckley Music Systems.

One important advantage of the Buckley System is the fact that accessories are available which may be used by the operator to convert all makes of older model phonographs. This allows the operator to use old and paid-up equipment, regardless of make or age, and still continue to make a good profit. Installations may be made under a financing plan handled directly through the three offices of William Corcoran, it was announced.

In commenting on Corcoran's appointment as distributor for Buckley Music System, Inc., F. W. Jarrell, West Coast factory representative said: "We are indeed proud to be associated with Bill Corcoran in the sale of our product on the West Coast. His knowledge of the coin operated phonograph business, his understanding of the operators' problems and his unflagging energy in promoting their welfare makes him an exceedingly valuable asset to our business."

Jarrell stated that Buckley Music Systems, Inc., expects to exhibit at the forthcoming 1940 Western States Coin Machine Convention, to be held at the Hotel Biltmore in Los Angeles, November 18-20.

At the present time Corcoran is appointing jobbers throughout the various Pacific Coast territories in the states of California, Oregon, Washington, Arizona and Nevada. Full details of available jobber territories may be secured by addressing William Corcoran, 927 Larkin Street, San Francisco.

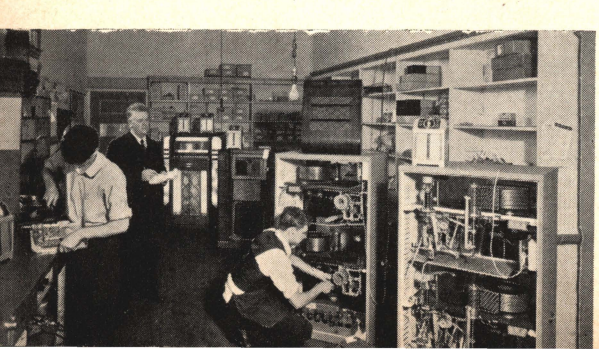
Operators Enthusiastic About Buckley System

Reproduced herewith are comments from three well-known Pacific Coast operators, concerning the merits of the Buckley Music System and revenue increases gained by these operators.

"William Corcoran Company, 927 Larkin Street, San Francisco, Calif. Dear Bill: I am taking time off to say, 'I am sore at you.' You told me what the Buckley Boxes would do but really, Bill, I thought that you were kidding. The reason for my being peeved is that you did not chain me down and beat it into my head with a bat and I have wasted several months making up my mind. My first installation was at Stanley's Fountain where I had a Model 500 grossing between $14.00 and $18.00 per week. As you know, this is not considered a bad take and I rather hated to disrupt it. Nevertheless, to make a long story short, there are now 8 Buckley Boxes in this location and believe it or not, the boxes had $47.70 in them at the end of the first week and every subsequent collection has been between $35.00 and $50.00. I am really sold on Buckley and am setting my cap for a route of Buckley installations. If any operator really wants to know about them, refer him to me and I will be glad to give him my experience. Wishing you the best of luck, Bill, and I know you will have plenty of it with Buckley's, I am, As ever yours," — SAM KINGSTON, San Francisco.

J. H. Harris of Vancouver, Washington, has this to say: "William Corcoran, attention Mr. Aubrey V. Stemler, Manager 807 South West 16th Avenue, Portland, Oregon. Dear Sir: It is indeed with a great deal of pleasure that I heartily endorse your Buckley Wall Boxes and your method of installing this system, using the equipment that we operators have been educated to believe was obsolete. As you know, we now have five locations running with your equipment and a sixth one going in next week. In these five spots the Buckley Wall Boxes have more than doubled the amount that we formerly were getting when using only a phonograph. Please feel free to refer any requests that you may get from operators regarding the merits of your system to my office and I will be only too glad to explain to them the potential profit possibilities as I see it. Wishing you the best of success in this new territory, I am very sincerely yours,"—J. H. HARRIS, Vancouver, Washington.

George Wheelock of Los Angeles, comments as follows: "It was a lucky day for me when I purchased my first installation of 42 Buckley Wall Boxes, and it was indeed a pleasant surprise when I checked this installation and found $140.00 in nickels. Since this first installation, I have placed boxes in practically all my spots. Besides doubling my earnings, it is really a pleasure to have boxes that give no trouble." Signed—GEORGE WHEELOCK, Los Angeles. ◆

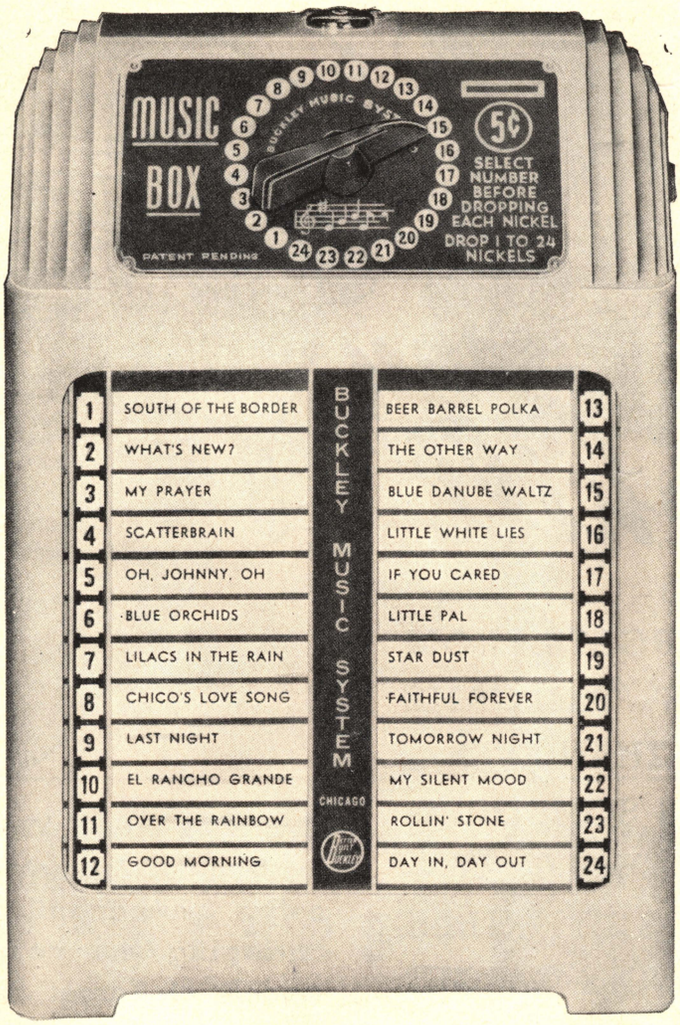


A portion of the Assembly Department devoted to Buckley Music Systems in William Corcoran's San Francisco headquarters. Corcoran is seen standing at the rear of the shop.

●

Don't Buy Another Music Box System Until You Know What Hundreds of Operators Are Doing With

Buckley Music System



The Buckley Music System with Bar and Wall Boxes in every prominent place in a location is the biggest thing in Automatic Music today. The fact that installations are showing operators double and triple profits is the outstanding reason for this idea being so important to operators.

ESQUIRE MUSIC CO.

Jack Gutshall and Charlie Robinson, owners with years of experience in the music business, formed this company to give Western Operators a music system that would guarantee increased profits. After making exhaustive tests Esquire found that the Buckley Music System met every requirement to insure steady and reliable service with your old PAID FOR equipment.

Ask These Operators

Just ask any one of the following successful operators what they think of the Buckley system: Ben Bennett, Phoenix; Tom Farrell, C. T. Presher, O. H. Presher, Sachs and Dixon, E. E. Peterson, Mike Kingston, San Diego; Charlie Berkemeyer, San Luis Obispo; G. & B. Sales, Mrs. Phil Brown, Bakersfield; Spears, Grapevine; or Jim Alle, who recently placed an order with us for 1000 Units—the largest sale of Buckley Boxes ever made on the Coast.

Buckley Installations Now Operating In Every Territory

The Buckley System has been in the field for over three years. Instead of buying from illustrations and an idea, look at and check present installations. Check initial and service cost and compare with earnings. With a Buckley installation an old model phonograph is just as serviceable as a new one. The old instrument will make money for many years.

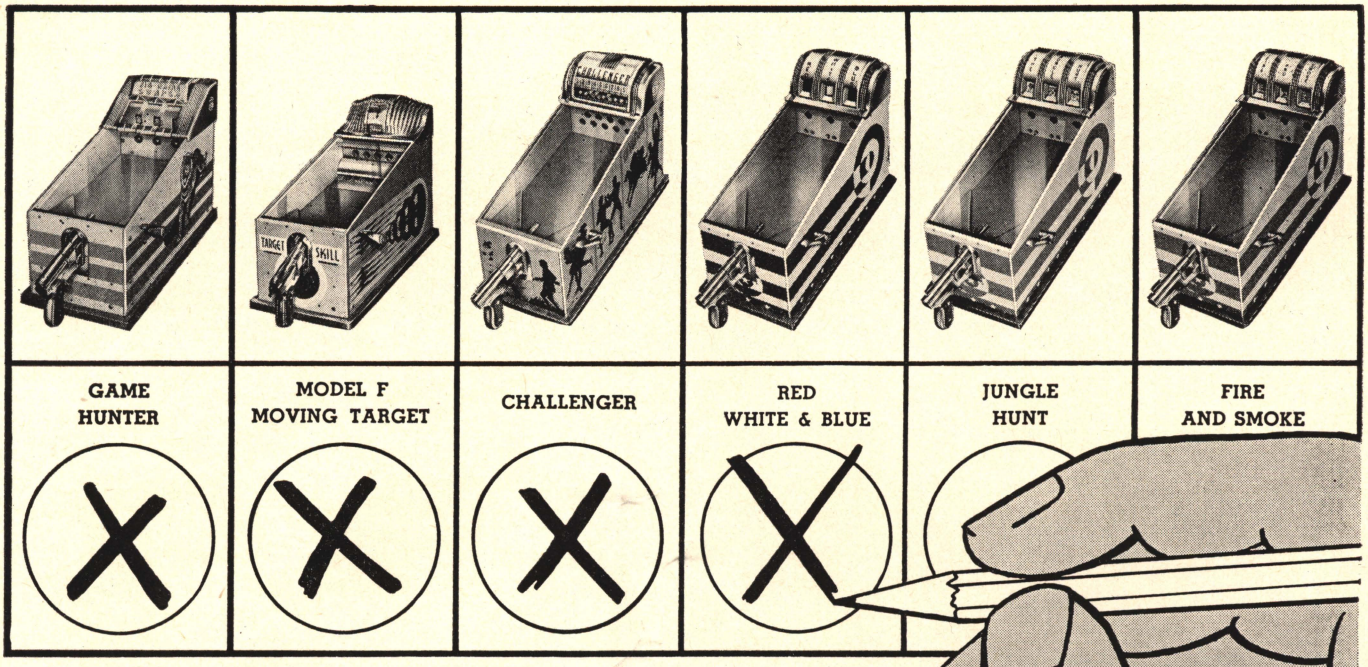
Come In Today

EXCLUSIVE SALES REPRESENTATIVES — WE DO NOT OPERATE

ESQUIRE MUSIC COMPANY

2646 South Hill Street — **Los Angeles, Calif.**

JACK GUTSHALL — **CHARLIE A. ROBINSON**



Vote "Yes" on every "Target Skill"

NOW A WIDE VARIETY OF TARGETS FROM WHICH TO CHOOSE—THE NEW "BIG GAME HUNTER"—BIGGER AND BETTER THAN EVER—THE "FIRE AND SMOKE"—THAT'S SOMETHING DIFFERENT FOR THE BOYS TO SHOOT AT—"JUNGLE HUNT"—THAT BRINGS THRILLS APLENTY—"MODEL F"—THE MOVING TARGET THAT DELIGHTS THE SHARPSHOOTERS—"CHALLENGER"—"RED WHITE & BLUE"—ALL CHAMPIONS IN THEIR CLASS.

Operators can hold both location and top notch receipts permanently by changing the various models of Target Skills. When play slumps on any particular target, substitute a different model and watch results.

TARGET SKILLS KEEP YOUR LOCATIONS INDEFINITELY

Write for Illustrated Catalog describing all Target Skills—No Obligation.

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Modern Merchandising

Chicago Show Dates Set

CHICAGO—The official dates for the 1941 Coin Machine Show, sponsored by Coin Machine Industries, Inc., have been set as January 13, 14, 15 and 16th at the Hotel Sherman, Chicago.

Over six thousand operators, jobbers and distributors attended the last year's Show and it is anticipated that this number will be exceeded at the 1941 affair.

James Gilmore, executive secretary of the Association, made the first announcement of the dates for the 1941 Show late in August. ◆

Torr Offers Machines On Time Payments

PHILADELPHIA — Roy Torr, popular local distributor, now makes it possible for responsible operators to buy from 10 to 1,000 machines on a ten month payment installment basis. "In fact," stated Torr, "some of my bulk merchandise machines can be bought on payments as low as ten cents a week. This makes it possible for enterprising operators to extend their routes and thereby make their operations profitable.

"With over 250 different type models to offer the trade, and a trial offer on any equipment orders, together with a liberal credit arrangement, provides a proposition that's hard to beat. Hundreds of operators are taking advantage of this unusual offer every week," concluded Torr. ◆

Automatic Games Add Trophy Line

CHICAGO—Automatic Games, manufacturers of the famous Silver King vendor line, announces that it has now added a complete line of Figure Trophies, prize cups and awards which it is offering to the trade.

The line is very complete and figure trophies are offered for over 100 different events. Prices are extremely low and there is no doubt but what a tremendous reception will be given the Automatic Games line by purchasers of this type of awards. ◆

Jim Mangan, song writer, seems to be pleased with Dick Todd's recording of his song hit: "We're All Americans, All True Blue."

Arcade Grosses Set All-Time Record

NEW YORK—"We have never," reports Bill Rabkin, president of International Mutoscope Reel Company, Inc., Long Island City, "Penny Arcade Headquarters for the World," "enjoyed as tremendous a business for our Penny Arcade equipment as we have all during the 1940 season.

"Our two arcades at the New York World's Fair this year are attracting the biggest crowds on the White Way. The machines in these arcades are getting a terrific play all day long, hot or cold weather, day or night. This has been one of the greatest years for arcades in all history. More and more Penny Arcades have been opened all over the country. The public have come back to the Penny Arcade

—— Turn Page ——

No New Model Bugaboo with MASTERS

No outdated equipment a few months hence when you climb atop the MASTER profit bandwagon. True, new improvements develop from time to time and are immediately incorporated in the MASTER without materially affecting the general design. We do this to protect YOUR investment! With MASTERS you are always operating the MACHINE OF TODAY!!!

For further details and prices ask

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2180 Pacific Ave. Long Beach, Calif.

VIKING SPECIALTY CO.
530 Golden Gate Ave. San Francisco, Calif.

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The NORRIS MFG. CO.
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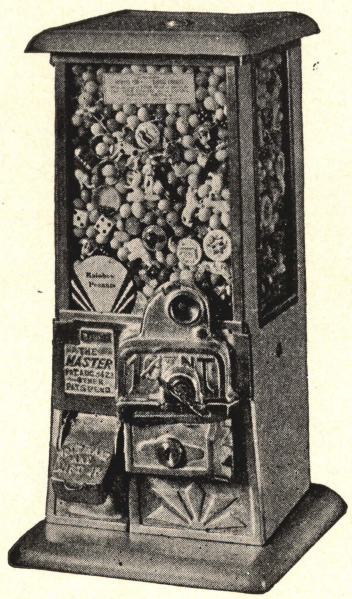

Master Novelty
PENNY PLAY

PLAN NOW
TO ATTEND THE
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show Ever Staged in the West
DON'T MISS IT!

stronger than ever before and love the thrills and entertainment they are getting."

Official World's Fair figures for the take of the two Mutoscope Penny Arcades for the first eleven weeks of operation this year show, $48,923.08. The biggest single week was that of July 4th when the take for this one week alone was $9,842.04. Though these figures sound tremendously phenomenal to the average operator they are being equalled and superseded all on a comparative basis by other arcades throughout the country whose overhead and other expenses are no where as great as those of Mutoscope at the Fair.

Generally, it isn't the take that is being considered, but more the fact that the public have come back to the Penny Arcade in droves. Mutoscope's second arcade at the Fair was opened late in the season. Within two weeks they were forced to expand to three times the original size. They can use even more room than they have at this time.

After 10:00 P.M. when the larger exhibits close the Penny Arcades are jammed—sometimes more than 8 deep forming lanes to the Sky Fighters and other machines. The trend to the Penny Arcades has truly amazed the coin machine industry this year. But, the most phenomenal reaction has been at the World's Fair where Mutoscope's two arcades are attracting coinmen from all over the country and starting the biggest Penny Arcade boom in history.

An example of some of the take at the Arcades is the money which has flowed into the 3 Photomatics in Arcade "A", the largest of the two, on the Fair grounds. These three Photomatics have taken in for the eleven first weeks of operation—with the best weeks yet to come—$4,047.70. An average of $122.66 per machine gross per week.

The two Photomatics in the newer and smaller Penny Arcade have taken in for the first eleven weeks of operation $2,197.30. These are the Official World's Fair figures. The World's Fair collects the money and then turns over the concessionaire's share to him. These two machines averaged $99.87 each per week.

The 1c Mutoscope Post Card Vendors took in $3,574.69. The few 2c Mutoscope Glamour Girl Post Card Vendors show $1,824.03 for the same period of time.

Bill Rabkin, questioned regarding the return of Penny Arcade amusements by the public, reported, "It's pretty hard to place your finger definitely on just what made the public come back to the Penny Arcade so strongly this year. We believe that we may have something to do with it by the presentation of the first truly modern arcade building on the World's Fair grounds which was so acceptable to the public generally. Then again, we really believe that this is due to the fact that the public have found they can obtain a great deal of really clean, wholesome fun visiting a Penny Arcade for very low cost.

"The Penny Arcade today offers something for every taste and disposition. Our Mutoscope machines are always in action. Post card vendors featuring our specially designed cards have jumped to the top. The photomatics and Sky Fighters are naturally tremendous attractions. Pin game play is very good. Other machines such as the fortune tellers and the athletic machines get real action. The phonographs are being played. From any viewpoint the Penny Arcade today offers every diversion for small cost completely concentrated in such fashion as to meet with the public's wholehearted approval." ◆

Atlantic India Rubber Offers Machine Parts

CHICAGO—For the first time the Atlantic India Rubber Works, Inc., has devoted a section of their new catalog to a showing and description of coin machine parts.

The firm is one of the few in the nation in a position to give coin machine manufacturers immediate service and delivery on their various rubber requirements for machine construction. A copy of the new catalog will be gladly mailed to anyone requesting same from this publication. ◆

Trade Papers Aid Show Promotion

LOS ANGELES—Gratifying indeed to Western Coinmen has been the response from the Industry's trade papers offering to aid in publicizing the Western States Coin Machine Convention to be held at the Hotel Biltmore on November 18, 19 and 20th.

The true test as to whether or not a trade paper is operating for the good of the industry as a whole or for the profit of one or more individuals is shown when a paper does, or does not, aid in the promotion of something that is for the general welfare of the industry as a whole.

THE REVIEW has promised to devote pages on end for publicizing the Show in the September, October and November issues.

The Journal carried a dandy announcement story in their August issue and editor Harvey Carr wrote as follows: "I gave your Show story as good a break as I could in our last issue for the dope came in just as I was closing up my last form. I am going to fly out to this Show."

Ray Becker, editor of the Industry's new weekly newspaper *Ops*', wrote: "We have your story on the Western States Coin Machine Convention, which we will be only too glad to help promote. But couldn't we have some pictures? That is, photo of some of the men who are heading it up, picture of the hotel, etc. Let's kind of flash this thing up a bit. Appreciating any help you may give us, we are, sincerely, *Ops*'". Okeh, Ray, the stuff is headed your way.

Down in Texas, Tom Murray, editor of the *World*, wrote: "On your November Show . . . brother, you've got something. Don't let anything stop you, and by heck I'll see that you get some real publicity in *Automatic World*. And now that you've started, keep going, and don't look back." ◆

• •

"Did you get damages for being in that street car collision?"

"Sure! A hundred dollars for me and fifty for my wife."

"The missus? Was she hurt, too?"

"Not in the crash, but I had the presence of mind to kick her in the face." ◆

Torr Time Payment Plan

● Effective at once, a new liberal payment plan will be available to responsible operators allowing up to 10 months to pay for counter games, or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U.S.A.

Operators, write for full details today—NOW!

TORR

2047-D SOUTH 68TH
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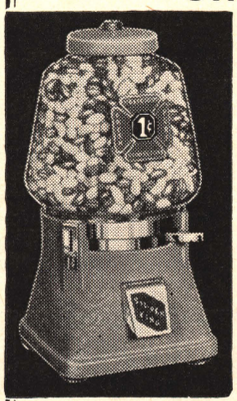
NOW BUY
"Silver Kings"
ON CREDIT



Terms Low as 50c mo.

8 months to pay

You can now buy the famous "Silver King" vendors on a convenient Time Payment Plan. Operators, here is your chance to expand your routes and reap the large profits which improved business conditions make possible. Double or Triple your route with small investment.

Today's Best Buys
5 lb. SILVER KING
$6.50 ea. — 10 at $5.50 ea.
"KING JR." $3.95 ea.

Newest most modern money-maker for all locations. Just the right size for booth or counter. Vends Peanuts, Candy, and Breath Pellets. Capacity 2 lbs. candy. Blue Hammerloid finish.

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WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
5/8" Ball Gum **PEANUT-SHAPED CHEWING GUM**
3/4" Ball Gum *Will vend in any peanut vending machine also premium ball gum*
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

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SILVER KINGS
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Do you have "Key Troubles"? You can end them by using

VIKING'S "EASY" KEY RINGS

A FEW CENTS WILL BRING YOU KEY COMFORT

SEND IN YOUR ORDER TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN TWO SIZES:

No. 5-R (will hold up to 100 keys)——35c each
No. 10-R (will hold up to 150 keys)——50c each

CASH WITH ORDER—WE PAY THE POSTAGE
Postage Added if sent C. O. D.
(U. S. Postage Stamps Accepted)

FULL SATISFACTION ABSOLUTELY GUARANTEED!

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SLUGS

Labels like these, gummed on face, only 15c dozen

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530 Golden Gate Ave.
San Francisco

NOTICE

$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated

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Vending Machine Operators

Western Novelty Co., Inc.
NOVELTIES
Punch Boards and Coin Operated Machines
Of All Kinds
For Service Phone 555
Pocatello - Idaho

1000	Labels	$2.00
2000	Labels	3.50
3000	Labels	5.00
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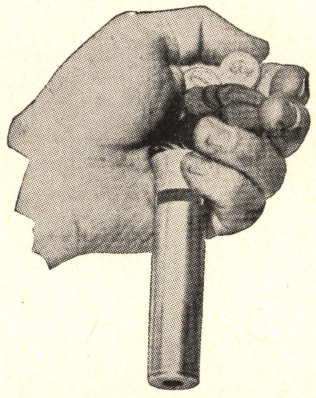
"MECHANICAL FINGER TOOL" for arranging Charms in Vendors
75c cash with order — postpaid

Collection Books 50 duplicate reports and carbon paper to each book **7c** Each, Postpaid (less than ten—10c each)

COIN WRAPPERS

Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

TUBULAR OR FLAT—$1.00 per Thousand, Postpaid Anywhere. Prices on Larger Quantities on Application.



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MADE OF TENITE THE NEW PLASTIC

TRANSPARENT COLORS
ROSE — TURQUOISE — JADE
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PRICE — 75c POSTPAID — CASH WITH ORDER
PENNY SIZE
ORDER DIRECT OR THRU YOUR JOBBER

VIKING SPECIALTY COMPANY, Inc.

530 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

Philadelphia

RECORD MEN SWITCH AROUND . . . NEW MEMBERS JOIN GAME GROUP . . . RODSTEIN TAKES THE LEAP . . . HELLER TIE-UP WITH MILLER BIG.

By Harry Bortnick

PHILADELPHIA, (RC)—Ed. Heller, former operator-salesman for the Motor Parts Company in the sale and promotion of Columbia and Okeh records, has joined the Raymond Rosen Company to work on Victor and Bluebird disc sales. Title of Heller's new post is record promotional sales manager, a niche especially created for him in the organization.

At Motor Parts Elliott Wexler, former Penn U. football player, has been placed in charge of operator sales. Elliott is doing a good job on Columbia and Okeh. Sales have reached new highs since the inauguration of a promotional program over radio station WCAU.

Two other new men at Motor Parts are Jeff Wilson, formerly with Krich-Radisco Company in Newark, and Frank Espey, who left a position with Philadelphia Motor Accessories to handle a record sales territory for Motor Parts.

Harry Bortnick

Ben Fireman has moved to new and swellegant quarters in the operator district on Spring Garden Street. Six eighteen is the number. Rapidly this section is being taken over by operating organizations just as the Broad and Spring Garden district has been annexed by the jobbing and distributing fraternity.

Sam Altholz, formerly with the U-Need-A-Pak organization, has opened an office on Fairmount Avenue where with Fred Cohen he will distribute a large variety of merchandising devices. Firm will do business under the name of Fairmount Sales Company.

Benny Klein and Jerry Lichtman have joined routes and are now operating under the name of Elite Amusement Machine Company from headquarters on North Franklin Street.

Ajax Manufacturing Company, one of Philly's oldest punchboard companies, has moved its headquarters to New York City.

October 13th will be a big day for Bill Rodstein, treasurer of the Philadelphia Coin Machine Operators' Association, for on that date Esther Rosenberg will become Mrs. Rodstein. A large delegation of coin men will be present at the wedding.

Bill Hopkins is not satisfied with being only a music machine operator. Bill is now manager of Dutkin's Rathskeller, popular night club spot; has become an official of the Cafe-Proprietors' organization and was recently elected to the post of temporary chairman of the State Association of Club Proprietors.

Sam Lerner has opened new offiices and showrooms for his Stanley Music and Amusement Company on North 6th Street. Eleanor Rothstein will manage the new headquarters and have charge of the recently enlarged record sales department.

Another new distributor of merchandising machines has entered the local field. Sam Snyderman, operating as the Overbrook Amusement Company, has the cooperation of his wife Dorothy in the new venture.

Eddie Heller effected a clever promotional tie-up recently when Glenn Miller's band played the Steel Pier in Atlantic City. Eddie passed out 500 autographed photos of Miller and 100 autographed records to fortunates in attendance at the Pier. In addition thousands of pamphlets and advertising folders on Miller's Victor records were passed out.

Mort Gellard, radio sales manager for Raymond Rosen, was married to Doris Goldberg at the exclusive Ritz-Carlton Hotel on September 8th. The happy couple chose Florida for a honeymoon.

New members of the Philadelphia Coin Machine Operators' Association are Nathan Solotoff operating as the Philadelphia Vending Company, and Herman Meadow.

Sid Bernstein has left Sam Stern's Keystone Vending Company to aid Jack Sheppard in the promotion of Varsity records. Lew Newton, formerly of the district's Columbia record sales group, has also joined.

A new branch of the Keystone Novelty and Manufacturing Company has been opened at 515 Cathedral Street in Baltimore. New branch will be known simply as Keystone Novelty Company and William J. Clair will be manager. ◆

New Slogan Adopted by Daval Co.

CHICAGO—Al S. Douglis, president of the Daval Company, Inc., manufacturers of the American Eagle counter game, which it calls "the world's smallest bell with free-play token award and gum vendor," has adopted a new slogan for his firm. It is "Come and Get It."

"When it comes to American Eagle," said Douglis, "the only thing we can tell operators throughout the country is simply come and get it. This is one machine that is proving itself as phenomenal a money-maker as did our Chicago Club House, Reel "21," Penny Pack and Marvel. American Eagle, we believe, will exceed all these machines for endurance power on location and as a money-maker.

"We haven't yet failed to receive substantial reorders from all our customers. The machines only get to the location for a day or two and we have a repeat order on hand for three and four times as large as we ever expected. Naturally this is attributable to the money that American Eagle is clicking on location everywhere.

"That's why we say come and get it. That's the only way to convince the operators of the greatness of American Eagle. Get it, put it on location and discover for yourself."

In the West jobbers and distributors have gone out of their way to take care of operator requirements. Jobbers in all of the key cities in the West have featured American Eagle for weeks past and results have been amazing, according to Mac Mohr, Pacific Coast Representative for Daval. ◆

• •

Moody: "Say, Doc, do you remember last year when you cured my rheumatism? You told me to avoid dampness."

M.D.: "That's right. What's wrong?"

Moody: "Well, can I take a bath now?" ◆

• •

Mariam: "It says here that looks are determined largely by one's diet."

Mabel: "Then you had better keep off plain food for a while." ◆

PHONOGRAPHS-FREE PLAY GAMES

Large Stocks Always on Hand. We Carry All of the Latest Games of

CHICAGO COIN	BALLY	KEENEY	STONER
GENCO	EXHIBIT	GOTTLIEB	BAKER

and numerous others. If you don't see what you need, ask for it.

• **USED GAMES** •

Airport	Blondie	Nippy	Luckys
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Big Six	Chubbie	Super Six	Roller Derby
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STEWART-McGUIRE 1c and 5c VENDORS, Special, ea.....$ 3.50
WURLITZER ILLUMINATED COUNTER MODEL 61..... 92.50
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KEENEY ANTI-AIRCRAFT GUNS..... 125.00

Keeney Wall Boxes, Bally Rapid Fire Machine Guns, Rock-Ola 1940 Luxury Lightup Models at Special Prices.

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Free Advisory Service to the Industry

W. R. Farnsworth & Co.
2871 West Seventh St. FE-7477
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Amusement Board of Trade of New Jersey, Inc.

Three members have left the Association office to travel in three different directions, in order to study operating conditions throughout the country.

"Dick" Steinberg left for a trip to the west coast, to study mid-western and Pacific coast operations, and to meet with officials of the Trade Association in the Coin Machine Industry. In addition, he will call on manufacturers, distributors and jobbers in the several stop-over cities along the route.

This trip is being made in the interest of the Association and will be made mostly by plane, supplemented by auto travel along the coast.

Charles P. Polgaar, another member of the Board of Governors, is making a leisurely trip to the mid-west and south for practically the same reasons.

Polgaar has already completed a number of short trips within the State, on his fishing escapades, and has much to report concerning the trials and tribulations of vending operators, as well as fishermen.

Executive Secretary, LeRoy Stein, is leaving for a trip throughout upper New York State and the New England States, where he will call upon the Managers of the many Trade Associations.

Stein will renew acquaintances in the cigarette and music fields, as well as make new ones in the Coin Electric branch of the Industry.

These three members will return in time for the First Regular Fall Meeting of the Board of Governors, to be held on Thursday, September 5, 1940.

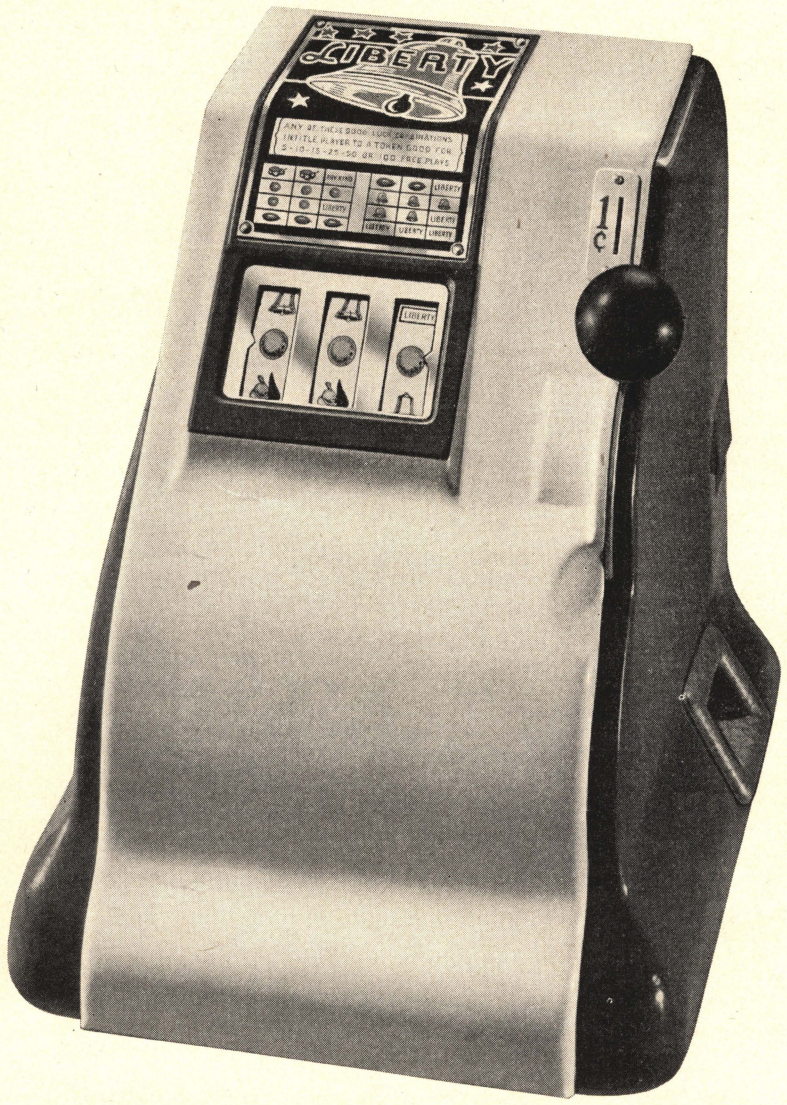
This Fall Meeting is the preliminary to the First Regular Meeting of the Association, which is scheduled for Thursday, September 12, 1940.

Several plans yet untried in the Coin Machine Field will be proposed. These plans have been successful in other industries and should prove of great value in ours.

Meanwhile, Arthur Daddis, Chairman of the Recreation Committee has appointed three sub-committees to assist him in the All-Industry Picnic for the coin machine men in the state of New Jersey, which will be held on September 8, 1940.

Although accepted generally as vacation months, July and August have been the busiest months of our Association year. Despite the unusually hot weather, more activities, both in the field and in the office, have been recorded, than during the so-called working winter months. Over one thousand pieces of mail have been prepared and distributed to our enlarged membership. Treble mileage has already been recorded, and phone calls out and in have reached a new high.

The Board of Governors should be commended for disturbing their planned vacation periods to attend meetings for the good and welfare of the entire membership. A real opportunity to expand routes has been made possible by the untiring efforts of the Board, supplemented by the arduous labors of the Office Staff. Conferences among the membership have been held to further the peace and harmony which now prevails, and every effort is being made to increase the value of membership. More cooperation (particularly constructive suggestions) is needed to keep our Association as the model of our Industry—a reputation which we already enjoy—and which we must strive to maintain. ◆



LIBERTY BELL IS SWELL

Talk to any operator who has LIBERTY BELL, and invariably he will respond: It's a swell game!

SWELL—because its streamlined beauty catches players' attention.

SWELL—because it earns handsome profits, protected by Automatic Token Payout.

SWELL—because it has "GUTS" that stand up under rough use.

SWELL—because you can convert it from Nickel to Penny, right on location.

Your locations will consider you a SWELL GUY for installing LIBERTY BELLS — and will those profits SWELL YOUR BANK ACCOUNT.

See your nearest Jobber at once for delivery on LIBERTY BELLS.

COMING SOON are the new SPORTS REELS on Liberty Bell which will facilitate operation in territories restricted on fruit reels.

GROETCHEN 127 N. Union St. CHICAGO, ILL.

Modern Vending Has Tenth Birthday

NEW YORK—Celebrating ten years of progress on Broadway, Modern Vending Company, at one time known as "The World's Largest Coin Machine Distributors" and today known as "The World's Largest Automatic Music Sales Agents" bring to a climax the phenomenal growth and development of one of the most outstanding distributing organizations that the Coin Machine industry has ever known.

Modern Vending Company are the originators of the present distributor set-up. Ten years ago Modern Vending Company opened on Broadway as distributors for the Daval line of counter games. Their first machine was the Daval Gum Vendor. They followed this success with Daval's Chicago Club House and Penny Pack.

As the pin-ball games continued to grow in importance, Modern Vending Company whose three leaders, Irv Sommer, Harry Rosen and Nat Cohn, had won national attention by this time, turned to this field, forseeing its growth and took on the Rock-Ola line of games. Their first success was the Jig Saw. This was followed by what is still known in the history of this industry as the greatest selling achievement of all time—Rock-Ola's World's Series. The sales that Modern Vending Company made for this pin-ball machine are still acclaimed by the industry and many believe that they will never be equalled.

Their slogan, developed with their insignia, has since become one of the outstanding international trade-marks. The flying coin with three wings—each wing symbolical of one of the partners—the stars in the coin symbolizing their first successful products and their slogan, "A Modern Product Is Always a Winner" are as well known to Coin Machine men in Europe and Asia as they are in America.

Following their great success of Jig Saw and World's Series they presented the first ticket pin-ball games in the industry. These instantly clicked. The firm then assumed even greater importance in the industry, which was growing at an unusually rapid pace and presented product after product to the trade which helped in the growth of the entire business generally.

From pin-ball Modern Vending Company turned to automatic music. They had been carefully watching this field. They noted its development, but, they also noted that it lacked the proper promotion and guidance and therefore stepped into this breach and brought about the greatest record sales ever known to automatic phonos.

They have since presented one plan after another which has proved successful for their customers. They have been responsible for the entrance into the automatic music business of leading operators. They have helped develop some of the finest automatic music operations in the country. They have continued their unusual growth by the service and the cooperation and the fair dealing which has always been their aim in this industry.

They are today on the threshold of their second decade in the Coin Machine industry and once again they present new products for their customers. As they explain, they have carefully watched the development of the automatic music business. They foresee the new trend. They know that the automatic music operator must have something entirely different than what he has at the present time to assure his continued success.

Nat Cohn, Irv Sommer and Harry Rosen who have become known as "the eternal triangle" to their many friends are working harder than ever at this time so that their many friends who have so carefully followed their advice during this first decade will now be assured the income that they have always enjoyed with Modern Vending Company, for, as these three famous partners say, "A Modern Product Is Always a Winner." ◆

American Eagle Keeps Mac Busy

LOS ANGELES—The busiest telephone in coin machine circles in Los Angeles is PArkway 9175.

This particular number is the office of Mac Mohr, manager of the West Coast office for the Daval Company, Inc., and the paramount subject of interest has been deliveries on Daval's terrific American Eagle.

"I've never seen anything like it," says Mac Mohr. "Operators, jobbers and distributors have been offering me substantial bonuses, as much as five dollars per machine, if I can supply them with machines a bit ahead of the tremendous backlog we've built up.

"It doesn't take long for the good word to get around when a machine appears on the horizon that eclipses everything in earning power. When the ops. got a whiff of American Eagle the stampede began. Our unprecedented offer to take back at 50% of the purchase price all machines within a 90 day period has stimulated interest as well. But the burden of value lies in the product itself. It's the finest, best, consistent money-maker I've ever had the privilege of offering operators." ◆

Look for this "G" in the shield..

your best assurance of dependable coin-operated machine performance!

★ Operators are interested in everything that will assist in bringing coin-operated machine performance to the highest degree of efficiency. Particularly, the electro-mechanical parts of any machine must be steady . . . dependable . . . thereby gaining the most income from unfailing service.

Today, more than ever before, a high degree of efficiency exists . . . due, in no small degree, to Relays—Solenoids—Stepping Switches and other control units, engineered in collaboration with and produced for the majority of manufacturers in the coin machine industry by Guardian Electric Manufacturing Company.

You have seen the Guardian trade-mark . . . the "G-in-the-shield" . . . on Relays, Solenoids, Stepping Switches and other control units for many, many years, in fact, since coin machines first went electrical.

Moreover, Guardian Control Assemblies may combine one or more Relays—Stepping Switches—Solenoids—Contact Switches —brackets—lugs—coils and other parts in a SYNCHRONIZED assembly for a definite control purpose. Consequently, there is no substitute for Guardian's full line of parts.

Remember, shock and vibration have little effect on Guardian units . . . that full wiping action of Guardian pure-silver contact points eliminates sticking, dirt accumulations and corrosion.

Look for the "G-in-the-Shield"—and be sure!

GUARDIAN ELECTRIC

1621 WEST WALNUT STREET, CHICAGO, ILLINOIS

St. Louis

VACATIONS HEAD OPERATOR ACTIVITY . . . PHONOGRAPH OPS SIGN NEW IBEW AGREEMENT . . . HACKMAN CHAMPION SQUIRREL HUNTER . . . PINBALLS RUNNING HEAVY

By ROBERT LATIMER

ST. LOUIS (RC)—The end of summer found the majority of St. Louis coin machine men breaking away for belated vacations, despite the fact that business is at peak season. Cool weather, larger tourist volume and renewed interest in every type of amusement device eliminated the slump common to midsummer business.

Robert Latimer

Fred Pollnow, Missouri's largest music operator, is touring Michigan with Mrs. Pollnow. The Pollnows have set something of a record for the industry as the most traveled pair in coin machine circles. Wisconsin lured Bill Marks, Wurlitzer operator, for a combined fishing and hunting trip. Through early August, Bill ran up a string of huge bites and numerous nibbles which nevertheless totaled to no fish whatsoever.

One of the largest events of the vacation season was a party of six touring the eastern seaboard. Dewey Godfrey and his wife head the group which includes Mr. and Mrs. Lou Morris, Morris Novelty Company; Harry Davies of the Davies Novelty Company. On the roster were stops at Washington, D.C., New York and Buffalo. Godfrey is legal counselor for both the music and pinball fields. Lou Hormonn, having disposed of his famous Big Apple Tavern, has spent August in the South with Mrs. Hormonn, and is sending enthusiastic postcards to fellow operators from the Gulf Coast. Betty Balensiefer, whose father is one of St. Louis' most prominent Wurlitzer distributors, spent the summer at Rollinsville, Colorado, where she won prizes in equestrian and marksmanship. Pressed for time, Jack Beckman flew to California in August and spent his vacation "on business".

Long range tours seemed to be the major issue when a bit of time from route management could be found; for example, Clay Stewart of National Amusement Company realized a lifelong ambition when he visited Yellowstone Park and the Black Hills of South Dakota. Bill Illig, Manchester Sales Company copartner, was likewise fulfilling a wish when he announced his August address at northern resort spots.

Most important meeting of the summer for the Associated Phonograph Owners of St. Louis was the August get-together, a smoker held in the Statler Hotel on August 19th, when a new working agreement between the city's phonograph route operators and the IBEW union was discussed and accepted. The entire membership turned out for this significent activity, for the first time this year.

Concerning rates and records of IBEW electrical service the agreement eliminates all objectionable features of the old working arrangement, and incorporates new terms which make it more permanent and agreeable to both. Electrical service men and owners have met, it was reported, on the idea of service costs gauged in proportion to the worth of the machine on location. Principal speaker for the union was A. L. Wegner, international representative of IBEW, who gave an interesting discourse on the special features of the new agreement. Over 75 persons listened to the talk, which was followed by sandwiches and other refreshments.

Ed Kroetter, Morris Novelty Company, was a guest of operators in New Orleans recently, touring the French Quarter and other picturesque New Orleans spots. Fred Lehmkul of W. L. Amusement Company spent a few weeks at a resort in northern Wisconsin, where he relaxed from a 16-hour daily working stint over the past six months.

Bill Rowland, formerly manager of Advance Phonograph Corporation, has gone to Poplar Bluff, Missouri, to join the firm operated by George Rowland, his brother. Bill and George are veterans in the phonograph industry in St. Louis, and the association will miss them in the future.

Ed Hackman, Hackman-Hertel, is receiving a lot of publicity these days because of his unusual hobby — squirrel hunting. Recently when an attack of rabies caused squirrels in Carondelet Park in St. Louis to bite 13 people in one week, Ed had a field day of disposing of the rabid squirrels with the city's blessings. Despite the novelty of the hobby, Hackman is as serious as if he were hunting gorillas.

Gene Bartnick left St. Louis for three weeks on the Atlantic seaboard in September; reportedly his first vacation in many years. Mr. and Mrs. Martin Balensiefer were among those who chose the quiet Ozarks for their summer vacation spot, spending some time in fishing and hunting and Martin's "tarnal" bridge.

A pleasant response to the article on the origination of the abhorred title of "juke box" for coin operated phonographs which appeared in three St. Louis newspapers has greeted operators during August, it was reported. The article, appearing in full in the August COIN MACHINE REVIEW, has brought the interest of thousands of people to coin merchandised music, Martin Balensiefer pointed out, and stimulated music sales tremendously in every section of the city.

Phil Hanna, East St. Louis operator who dabbles in politics, considered placing tiny Willkie flags on his phonographs during July, then changed to the simple idea of both Roosevelt and Willkie banners. Now everyone is pleased, he reports. Hanna is seeking an aldermanic office for the second term.

In the pinball field, the remarkable feature of the month of August was an unprecedented demand for any and all types of skill games—which set a record for the month, according to Olive Novelty Company and Ideal Novelty Company, the two amusement machine centers closest to the center of activity. In August Carl Trippe of Ideal Novelty found his orders double the amount of machines it was possible to buy, to the extent that remodeled stocks were cleaned out in a week. Pinball play has redoubled in many locations, it was reported, and the fact that new machines are becoming more in trend with timely events such as the European war has stepped up collections.

Music sales are steadily growing in volume. Two reasons were advanced by Missouri Amusement Machine Operators' Association in a recent group letter. First is a dearth of popular new songs, which means revival of old time favorites which always pull in nickels above even the best-loved new tune. Many phono ops are playing a straight selection of 20 revivals with profitable results. The second reason advanced was the fact that radios today are drowned with political discourses and stale war news, to the extent that people are seeking their music from the ever-entertaining phonograph.

The midsummer meeting of the East St. Louis Phonograph Operators' Association was a highlight of the month, held in the Davy Jones restaurant in Collinsville, Illinois, during August. Membership is composed of operators in the industrial Illinois area opposite St. Louis, and includes a number of southern Illinois operators in small towns to Cairo, Illinois. Fifty members attended, under guidance of Hardy Schneider, perennial president of the group. A community sing, dancing, movies, and a presentation of new phonograph accessories were on the "menu".

Gene York of Fairfield, Illinois, was a visitor in August, buying new Rock-Olas, and planning his 1941 music activities.

Back from vacation are Fred Harris, St. Louis County operator, who went to Guatemala during the Peace Conference, and Jack Rose, Ideal route manager, who saw Hot Springs for a few weeks. Irl Humphries, phonograph operator, was a fisherman in the Ozark mountains early in August, and was one of the few to bring back a fish to prove his stories.

Harry Mack of New Orleans brought the plaudits of Louisiana coin machine men to St. Louis in early September, when he moved his family to this city. Mack sold a string of 140 machines when he left the Long capital for St. Louis.

Kermit Maxwell of East St. Louis, well-known cigarette merchandiser, was married to Emily Rathbun in Collinsville on August August 31, and left for a honeymoon in Montana that evening.

With the upholding of the Missouri Supreme Court of the St. Louis two-cent cigarette tax constitutionality, President Abe Jeffers of the Missouri Cigarette Merchandisers Association has disbanded the group. Machine price is now 17c in St. Louis, with three pennies inserted in every popular-brand pack. ◆

Jones to Make Southern Trip

LOS ANGELES—James P. Jones is leaving Los Angeles shortly on an extensive vacation and business trip through the South, Southwest and as far east as Florida. He expects to contact operators throughout the territory.

Jones has been manager of the Southwestern Vending Machine Company for some time past and any courtesies extended to him on his southern jaunt will be appreciated by Southwestern Vending as well as Jones. ◆

• •

"John, I found this letter in your coat. You were supposed to mail it a month ago."

"Yes, dear, I remember. I took that coat off for you to sew a button on and I'm still waiting." ◆

• •

Visitor: "Well, Buster, what are you going to give your little brother for his birthday?"

Buster: "I dunno. I gave him measles last year." ◆

A. O. L. A. C. Holds Special Meeting

LOS ANGELES—A special meeting of the Associated Operators of Los Angeles County, Inc., was held at the North Star Auditorium at 11 a.m. on Tuesday, August 20th. "Curley" Robinson, secretary-manager, presided. Meeting was opened with a tribute to the flag led by Harry Rawlings. Then followed a short business session during which Robinson introduced three new members: M. I. Mohr, Ralph Mohr and Carl Hofmann.

It is expected to hold an evening dinner meeting within the next few weeks.

MEMBER-MENTIONS: A. S. McGaugh was in from Whittier to attend this meeting and was very royally welcomed. . . . Homer Gillespie is roaming the country with his family. . . . Who knows the whereabouts of Don James of Santa Monica? Best information obtainable is that he is somewhere in the U. S. A. . . . Frank Root, Lancaster, took his beard to Catalina Island recently and 'tis reported the glass bottom boats had the stiffest competition they've run into so far this year. . . . Bill Goodson's smiling face is always outstanding at an AOLAC meeting. . . . Earl Cale was another welcomed lad, bum arm and all. . . . W. Ellis Johnson of Claremont, under the able direction of the missus, is taking it easy for a while. ◆

• •

"Even a policeman can't arrest the flight of time."

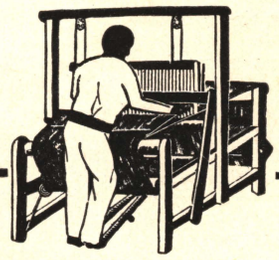
"I don't know. Only this morning I saw a policeman enter a side door and stop a few minutes." ◆

• •

Voice on phone: "How do you feel this morning?"

Lady: "All right."

Voice: "Then I guess I have the wrong number." ◆



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TEXAS

WIRED MUSIC DISCUSSED . . . ELECTRO BALL FETES OPS . . . MUSIC LADS MEET . . . ATKINS GETS SEASICK . . . O'DANIEL TUNE POPULAR.

By JOHN G. WRIGHT

HOUSTON. (RC)—Central Music Company, of Temple, introduced Wired Music in that city the second week of August. Central Music is owned by O. L. Vaden with Truman Hoherd as manager and attractive Miss La Verne Jackson the secretary. Hoherd, commenting on business conditions in his territory said the past two months had been bad but a better than usual fall season appeared likely.

Electro Ball Company of Dallas, Seeburg distributors in the Southwest, gave a party at the Ben Milam hotel in Houston on the evening of Aug. 6th for music operators. More than sixty operators from most of the principal cities of South Texas attended and enjoyed a well arranged program with plenty of eats followed by an excellent talk on Wired Music by E. D. Furlow.

F. S. (Doc.) Clancy, Houston operator, was master of ceremonies. Allen McQuhae, Houston Electro Ball branch manager was in charge of invitations and entertainment. Speaker of the evening was E. D. (Ed) Furlow, Vice-President of Electro Ball.

John G. Wright

Furlow's topic was Music by Telephone. He divided the subject into two parts; Do we want wired music? If so, how and at what cost?

Houston and Harris County musicmen were entertained by operators J. H. Wilson, C. R. Mitchell, Joe Piarano at the Silver Dollar Buffet on the evening of August 15th. The occasion was the regular social meeting for everyone interested in automatic music.

A swell luncheon was followed by a spicy floor show by performers from a well known local night club. Silver Dollar Buffet is one of the nite spots owned by Piarano. Attendance at this meeting was not as large as had been expected due probably to the fact that it was home night for the league leading Houston Buff baseball team; and prize fights and auto races are regularly held on Thursday night. Meetings likely will be held on Wednesday evenings hereafter.

W. C. Atkins, one of the oldest operators in Texas from point of service, likeable and good natured as he is, thinks there ARE times when a joke is not in order. He went deep sea fishing last month with a crowd of operators and friends and got sea sick in a really big way and was kept in that condition by frequent and timely remarks about fat pork.

"I didn't want to spoil the trip for the others," said Atkins, "but I didn't want to die either. So I went to the captain of the boat and confidentially asked him if there wasn't something I could do to get relief. 'Yes,' he told me, also very confidentially. 'Get in a hammock swung between two large live oak trees'. What I told that so-and-so, sick as I was, was a plenty," concluded Atkins.

The Houston and Harris County Music Operators Association known as Associated Phonograph Operators' of Harris County was definitely and permanently disbanded several months ago. Any rumors or reports inferring that the Association, either directly or indirectly now exists, are false and unfounded.

Operator Jack Renfro and wife, of West Columbia, returned from a two weeks vacation at Eagles Nest, N. M. . . . Operator and Mrs. A. F. Lemke, of Houston, spent three weeks on their west coast vacation tour and visited fourteen states enroute . . . A. H. Shannon, of Coin Machine Sales Company has a new Buick . . . Southern Amusement Company, owned and operated by the seven Porter Brothers, moved from the 2300 to the 3300 block on Louisiana St., Houston . . . Many operators from every part of Texas spent their vacations in Texas this year. Those in the western and northern part like Galveston, Corpus Christi, and other coast resorts while those living in the Gulf section often prefer to spend their vacations in the rugged section around San Antonio, Austin, and Kerville, or on the Great Plains further west.

"I'll Never Smile Again" continues to lead the record parade in Texas. Another number getting plenty of attention is a Bluebird released Aug. 19 entitled "Bluebonnet Governor" by Bar X Cowboys of Texas. It describes the campaign and election of W. Lee O'Daniel and if it is anywhere near as popular as its subject, will be a Texas hit. O'Daniel was twice elected Governor without a run off race, an all time record for Texas, and his majority last July over all opponents was much larger than two years ago.

Other numbers going good include: "Worried Mind," "New San Antonio Rose," "Beneath That Lonely Mound of Clay," "Watcha Know Joe," "The Breeze and I," "Sierra Sue," "When the Swallows Come Back to Capistrano," "Blue Steele Blues." ◆

We're Going Fishing!

YESSIR . . . another 12 months have rolled around and it's time to lock up shop, polish up the old rod and reel and enjoy a bit of deep sea fishing. Therefore THE COIN MACHINE REVIEW offices will be closed from

Sept. 12 to 30

while the staff enjoys the regular yearly vacation. We'll be back Tuesday, October 1st, sporting aching muscles, sunburns, mosquito bites, etc. and be ready for the big October issue.

MUTOSCOPE'S SKY FIGHTER

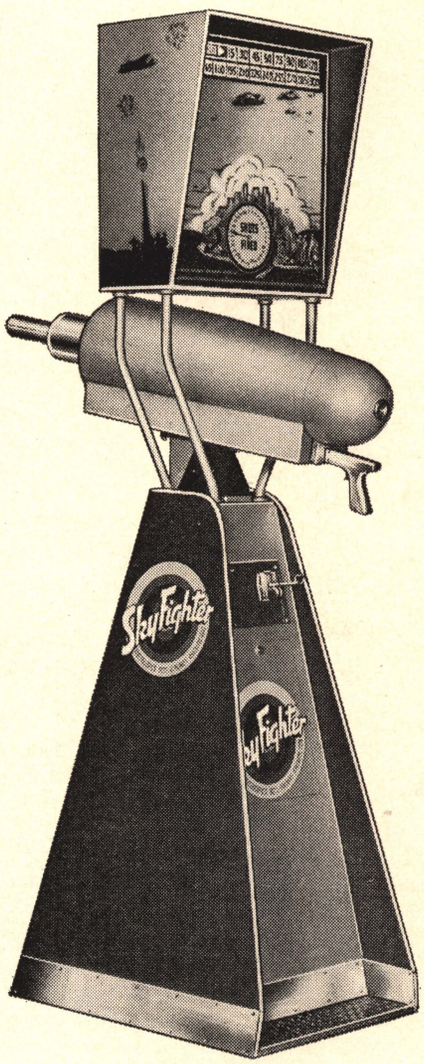
TRADE MARK

STANDS OUT AS THE ANTI-AIRCRAFT MACHINE GUN THAT STANDS UP!

SKY FIGHTER is built as solidly as a fine car . . . **built to last for many years of big profits!**
Here is a machine whose amazing success is proven by 9 MONTHS of record-breaking, trouble-free test operation at the great New York World's Fair.
RIGHT NOW IS THE TIME to get in on SKY FIGHTER profits—and feel secure that SKY FIGHTER will be **working flawlessly** and attracting streams of coins long after you first put it on location.
SKY FIGHTER is a super thriller . . . vividly, realistically duplicating the action of an anti-aircraft machine gun as it spits shots at enemy planes! Cash in on the "trigger finger" itch that everyone has! Especially these days, SKY FIGHTER IS THE MONEYMAKER YOU **MUST** ORDER . . . NOW!!

TWELVE IMPORTANT ADVANTAGES FOUND **ONLY** IN SKY FIGHTER

1. NO SCREEN! No, sir — not for SKY FIGHTER. It's all one complete, portable unit. You don't need an auditorium to place a SKY FIGHTER — it takes up no more floor space than a pin game! And that means more and better locations are easier to get.
2. NO PHOTO ELECTRIC CELLS! Nothing to get out of order.
3. STRICTLY LEGAL! A guaranteed high speed, long time moneymaker in every territory.
4. FITS INTO FINEST LOCATIONS! SKY FIGHTER is a handsome, easy-to-place machine welcomed in fine spots "for the sport of it."
5. COMPLETE SELF - CONTAINED UNIT. No individual sections that must be set up in different parts of the location.
6. ENTIRE SET - UP: ABOUT 30 INCHES X 23 INCHES! Actually less floor space than a pin game!
7. CAN BE PLACED IN ANY POSITION ON ANY LOCATION. SKY FIGHTER doesn't interfere with any previous arrangement of the location. Fits anywhere.
8. 300 SHOTS IN 30 SECONDS! By far the fastest, most spine-tingling action ever created.
9. 300 HITS POSSIBLE! Player becomes expert enough to get those big scores they go for. Even an average player gets enough hits to make it interesting.
10. REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED! SKY FIGHTER is the next thing to the real thing. Flaming, falling planes . . . bursting, multi-colored light flashes. It gets 'em!
11. LIFETIME CONSTRUCTION. Backed by 45 years of "knowing how."
12. A special precision built, dependable, double duty, mechanism (built to last for years and years of heavy play) especially created for Sky Fighter! Not thrown together parts.



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Kansas City

HEART OF AMERICA BUSINESS HOLDS GOOD . . . WICHITA EXPERIENCING COIN MACHINE BOOM . . . OP TELLS OF VALUE OF PHONOS AND TABLES IN DUAL OPERATIONS . . . WALL BOXES POPULAR

By B. K. ANDERSON

KANSAS CITY, MO. (RC)—With an early Fall pushing Summer merchandising into the background, Western Missouri Valley coin machine operators aren't complaining for business is still on the ascent. Also favorable is the fact that staple lines of equipment, such as phonographs and tables continue to increase their popularity.

B. K. Anderson

With hot weather well on its way out, the Kansas City Association will soon return to bi-monthly or weekly meetings, according to present plans. Practically all major coin machine interests in the vicinity are now represented on the membership rolls, and a most successful season, highlighted by several entertainment-business events, is expected.

From the Kansas side of the Kaw, word comes that Johnnie Jones, a pioneer cigarette-vendor operator in this area, and for many years manager of the Cigarette Service Company, still prefers solid comfort of the Deep South to the more exacting duties of operating in Western Missouri and Kansas. It is not hard to understand Johnnie's feelings in consideration of the problems in cigarette merchandising brought about by the new tax regulations.

National Sales and Distributing Company is the new banner out on 39th Street, replacing the old familiar Star Sales Company and Colonial Sales and Novelty Company streamers which have waved over Meyer Sandhaus enterprises in that area during the past decade.

At Peerless Products Company, "Mum" is the word. All that can be gotten out of the close-mouthed officials of this firm is that something big is in the air and nothing can be said about it until next month. This firm's assembly line is operating at capacity, turning out the company's very popular beverage and milk vendors.

What can be done with merchandise vendors is being ably demonstrated to local ops by the Kansas City branch of the Confection Cabinet Corp. Locating most of their candy bar vendors in theatre lobbies, this firm, through a policy of keeping merchandise fresh and machines attractive, has been able to build up a good patronage throughout this area.

Just how well the new marble and novelty tables are doing can well be explained by a few recent record sales by the United Amusement Co. In one day over 100 of these machines were shipped out of this firm, and several days in a row the sales nearly reached this figure.

"How many novelty tables can be hauled in a regular passenger car, coach model?"

This question was the basis of a bet made recently at Carl Hoelzel's building. An operator with a new Chevrolet coach had just purchased 5 tables and was worrying about how to get them to his rural locations. A United shop employee advised loading them into the back seat of the new car. "It can't be done," said the operator. Then came the bet.

Thirty minutes later the operator drove away with the 5 tables in the back seat of his car.

With a large part of Oklahoma undergoing one of its periodical "closed" campaigns, many members of operating firms in that territory are exercising their talents in other areas, particularly in Arkansas, Missouri, Texas, and West Coast areas. Among these Oklahomans who have come to Kansas City are: T. J. Johnson, who formerly operated for L. T. Newlin in Tulsa, and Ray Faucett, who was service man for Jim Ball, also in Tulsa. Both are now with the United Amusement Company in Kansas City.

From Wichita, Kansas, the oil and wheat city, comes word of a coin machine boom in that district. Music and novelty tables are leading the parade and pay-outs are operating in some sections.

One of the most popular arguments in the Missouri-Kansas area since the tables jumped into the spotlight has been: "Do the tables take play away from the phonos?" Imperial Music Company answers this question in the negative. Says Imperial: "Not only do our records show that the exact opposite is the case, but we operate both and have found that they help each other. The players at the tables will almost automatically turn around and keep the phonograph going. They work better together than they do separately."

Which, of course, brings up the question: "Do tables have to be changed more often than the programs on the phonos?"

Once again we'll take Imperial's answer. "As is usual, when tables first came back to this territory, they had to be changed around at regular intervals to get the most out of them. But now, players are making their choice. They don't just wander into a place and start playing a table, they actually go looking for one particular type of table. All of which is requiring less shifting from location to location, and more to determining what table the location's customers want left there."

Central Distributing Co. makes the same report. Tables and phonos were made to help each other on location, this firm, which operates both types of equipment, believes. They also add that installations of wireless wall boxes, recently undertaken in this district, are proving a pronounced success. "One of these boxes located near a novelty table is all that is necessary to show how players keep both going at the same time," they said.

All because Carl Hoelzel did not anticipate the rush of orders that greeted the announcement of his new Shim Protector, United was delayed a little in getting out the initial orders, but now production is exceeding demand, and Carl announces that immediate shipment is being made on all requests coming in. He is very happy in view of the fact that many of these attractive units have begun appearing on the coin chutes in local locations. ◆

This is the type of booth you will see at the Western States Coin Machine Convention to be held at the Los Angeles Biltmore, November 18, 19 and 20th. Acclaimed by national exhibitors this is undoubtedly the finest booth ever offered coin machine manufacurers, and distributors. Side walls and back are of rich velour, trim is of sparkling chromium and corner posts of rich veneer. No other show in this industry, in any part of the country, has provided such luxurious booth equipment for its exhibitors.

• •

Guest (departing at last): "Goodbye. Hope I haven't kept you out of bed."

Host (politely): "That's all right. We would have been getting up soon in any case." ◆

• •

Summer visitor to village loafer in northern Canada: "I suppose your summer season is rather short up here?"

Village Loafer: "Yeah, I think it came on a Wednesday last year." ◆

• •

A deaf man went to a restaurant with a friend.

Waiter: "What will you have to eat, sir?"

Friend: "Nothing."

Waiter: "And you, sir?"

Deaf man: "The same as my friend, but with potatoes." ◆

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November 18-19-20, 1940

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- Wired Music on Parade. A complete display of the leaders in the field. Your first opportunity to see all types of Wired Music Equipment in one grand display.
- Movie-Phonographs. Hollywood is the very heart of this new industry. See the dozens of machines being manufactured in the movie capitol, the films available, etc. The FIRST display of this type of equipment at any show in the United States.

ENJOY:

- Tuesday's Celebrities Luncheon in the magnificent Music Room of the Hotel Biltmore when stars of Stage, Screen and Radio will vie for radio time with big names in the Coin Machine Industry. The big names on phonograph records will be on hand for a handshake with the operators.
- Wednesday night's colossal Ball and Banquet at the exclusive Wilshire Bowl in the Miracle Mile of Los Angeles. Phil Harris and his orchestra will furnish music for dancing until 2 a.m. An 8-act Big Time Vaudeville floor show under the direction of Lou Dorn, Hollywood's ace talent scout, will be presented, plus a special program for release over the coast-to-coast Mutual network for thirty minutes.

DON'T MISS IT

Make Your Plans NOW *to Attend!*

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Big Show	$42.50
Big Six	21.50
Baseball (Stoner's)	34.50
Chevron	24.50
Congo	39.50
Fantasy, J. P.	39.50
Oh! Johnny	59.50
Scoop	34.50
Spottem	19.50
Supercharger	32.50
Super Six	39.50
Triple Threat	17.50
Variety	27.50

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2. Keeney's Black Cabinet ANTI-AIRCRAFT GUN **$124.50**
3. Seeburg's CHICKEN SAM **$64.50**
4. Rock-Ola Counter Model (1939) PHONO **$99.50**

Selected PHONOGRAPH Bargains!

SEEBURG'S

MODEL A—12 Records	$ 29.50
MODEL B—12 Records	32.50
MODEL C—12 Records	34.50
CASINO—20 Records	144.50
K-20—20 Records	79.50
GEM (1938)—20 Records	127.50
REX (1939)—20 Records	82.50
PLAZA (1939)—20 Records	154.50
CLASSIC Marbleglo—('39)	182.50

ROCK-OLA'S

WINDSOR—1938 Mod. 20 Records, ONLY **$84.50**
MONARCH—1938 Mod. 20 Records, ONLY **$89.50**

WURLITZER'S

P-12—12 Records	$ 29.50
24—24 Records, Illum.	99.50
61—1939 Counter Model	87.50
312—12 Records	37.50
412—12 Records	34.50
500—24 Rec., Keyboard	159.50
600-A—1939, Slug Proof, 24 Records	154.50
616—16 Records	59.50
716—16 Records	54.50

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DANCEMASTER—12 Rec.	$ 17.50
STUDIO—1938, 12 Rec.	49.50

Illuminated Grilles—$8.50

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Who Is James Mangan?

CHICAGO—Just who is James Mangan? Thousands of operators in the Coin Machine Industry from coast-to-coast know him as the Director of Advertising and Merchandising for Mills Novelty Company and author of the newest patriotic song "We're All Americans—All True Blue" just recorded by Dick Todd and now sweeping the country like wildfire.

But . . . do you really know Jim Mangan? More than likely you do not so to acquaint you with this unusual fellow who has carried the banner of the Coin Machine Industry into many other fields we reprint the following from the *Ad-Clubber* publication of the Peoria Advertising and Selling Club:

One of America's best-known advertising executives, winner of awards in all major advertising exhibitions through half a decade, popular as a lecturer on business, social and psychological subjects, author of five books, "Jim" Mangan brings a message of vital importance.

He is at present the leading international authority on the new technique in advertising, "Advertising Design"; is the first man to define the subject and state its boundaries in advertising. He forcefully calls the advertising agencies of the country to task and challenges them to investigate the newest technique in the creation of advertising "Advertising Design".

Mr. Mangan indicts the general volume of advertising as being old-fashioned, following a pattern 20 years old and pointing out that the tremendous circulations of national magazines and large newspapers are being wasted because the advertising in them does not express the times or temperament of the readers.

As an author: the current best seller, "The Knack of Selling Yourself" bears James T. Mangan's name as does "You Can Do Anything", "Thoughts on Salesmanship", "Learn to Write", "Push", etc.

He is the inventor of an original psychological system for creating advertising sales and sales promotion ideas known as "The Unknown Sales Formula". His famous advertisement "Write a Letter", generally considered to be one of the *four* best advertisements ever written, was used by the United States Government to promote use of the mails.

Mangan is not only a brilliant advertising man and author, but a human, witty, "regular guy". ◆

• •

"You're not still engaged to that Smith girl, are you?"

"No, I'm not!"

"Lucky for you. How on earth did you get out of it?"

"I married her!" ◆

Capehart Leases Marmon Factory

NEW YORK—On his arrival at the Biltmore Hotel here, Homer E. Capehart, President of Packard Manufacturing Corporation, Fort Wayne, Ind., announced that he had leased the new addition of the Marmon automobile factory in Indianapolis and that he would move the present manufacturing of his firm to this new plant on October 1st.

The Marmon plant is one of the largest in the Midwest. It contains complete manufacturing and transportation facilities. Being centrally located on the main air and rail lines, it will be convenient for operators to visit the new Packard factory.

For Homer E. Capehart there is a business romance in moving to the Marmon plant. Back in 1927 when he had resigned his position with Holcomb & Hoke to enter into the manufacture of his first automatic musical instrument, he was invited to do his manufacturing at this same Marmon plant by the officials of the firm at that time. After three months, these officials decided against continuing any further in the automatic music machine business, so Capehart packed up his first instrument and moved out.

It will therefore be about thirteen years since Homer E. Capehart walked into this huge factory for the first time, but, this time he walks in as President of his own organization manufacturing products for the automatic music operators in the same plant which formerly discarded the idea of such equipment.

The facilities of the Marmon plant in Indianapolis are expected to help tremendously in the production plans Capehart has under way. With many ideas as yet under consideration, and with a great many others already completed to the point where dies and tools are ready for production presses, Packard Manufacturing Corporation will be in a position to turn out speedier and greater production and bring their products to the trade at the most reasonable prices.

Capehart advises operators, jobbers and distributors throughout the country to continue to address Packard Manufacturing Corporation in Fort Wayne, Indiana, until October 1st. Further announcements will follow when the firm moves their entire personnel into this new plant in Indianapolis.

A unique marble reception room which was one of the outstanding features of the former Marmon automobile plant will be retained as will many other features of this factory to benefit the coin machine trade. ◆

SEPTEMBER 1940

Subscription Order

COIN MACHINE REVIEW

1115 VENICE BOULEVARD
LOS ANGELES, CALIFORNIA

35 EAST WACKER DRIVE
CHICAGO, ILLINOIS

Please enter my subscription to THE REVIEW for:

_____ 3 Years . . . $2.00

_____ 1 Year . . . $1.00

to start with the _____ issue. A remittance in full is attached hereto.

NAME _____

ADDRESS _____

CITY _____ STATE _____

OPERATOR _____ JOBBER _____

Legal Burglar

by VERNON WILKINSON

George Courtney laughs at locksmiths.

Regardless of how cleverly constructed, no lock or safe is invulnerable. With time and tools a master lockman could pick them all.

This is George Courtney's opinion. And if you think differently, pause before you start to argue with him, because he has been called upon to perform a thousand legal burglaries. His lock-picking has ranged from rescuing a woman whose lounging pajamas wouldn't come unzipped to assisting in the salvage operations aboard the H.M.S. Hampshire, on which Lord Kitchener was lost during World War number one.

After he found the right combination, the pajama job was a cinch, but the Hampshire proposition entailed a little more work. The British Government wanted to recover about 10 million dollars in gold, aboard the vessel. They called in Courtney, who, in addition to being an expert locksmith, is also a deep sea diver. Yes, they got the gold.

Right at the moment you will probably find Courtney dodging sharks at the bottom of the China Sea. He's over there assisting in the salvage operations of the French submarine, Phenix, that went down off the China coast.

When we saw him he was safely ensconced in a San Francisco hotel room, and looking forward to talking to his fellow craftsmen, and seeing the World's Fair where part of his collection of rare keys and locks are exhibited.

We were rather awed by Courtney's business, figuring that picking locks and opening bank vaults was a pretty serious business.

But no! It was, we found, a romantic occupation.

Remember actress Simone Simon's famous gold key? Well, Courtney is the gentleman who made it. He has also opened jewel cases for former King Alfonso of Spain, for which the keys had been lost. And when earthquakes jammed the safes of Japan, he was summoned to help the sons of Nippon recover their yen.

The start of his career was legal, if not exactly ethical. It began at the age of nine when he forced the lock on the cookie closet. Later, in 1910, he began his diving operations as a member of the United States marines. His ship was anchored off the Central American coast for a number of weeks, during which an ornery cook had tossed overboard from the galley, a collection of empty cans, fouling the propellers. Mr. Courtney was one of three volunteers who dived below to free the ship of debris.

In his hotel room he displayed a few locks from his rare collection of thousands. There was an ingenious Egyptian lock made of wooden tumblers. He also had a heavy black key and lock with which Ivan the Terrible locked his women in the Kremlin while he went to war. From the looks of the lock that Russian certainly did not trust his women. The girls didn't have a chance.

Locks have been in use for over 4,000 years, according to Courtney. At the Fair he has an ancient wooden lock from Mesopotamia, the cradle of civilization, on display. Romans were the first people to manufacture iron locks, and some of the earliest keys were mounted on rings.

In case you are interested, the key ring precedes the finger ring. When keys became too heavy to be worn on the finger, they were constructed to be carried on a throng. But Roman vanity was injured by the absence of key rings. The nobles just couldn't get used to looking at bare fingers, and rings for decorative purposes only, were introduced.

Courtney has quite a collection of keys and locks on exhibition in the Homes and Gardens Building at the San Francisco Fair. There are keys used by Hetty Green, the Wall Street financieress; General Jackson's key, and keys used by Jacob Astor.

Most interesting are the keys of the famous international banker, Nathan Rothschild. This canny gentleman kept the coins of each nation in separate chests, with a different key for each chest.

Then there is also the lock to the jewel box of Queen Isabella, whose treasures were sold to finance Columbus' journey to the New World.

Further evidence that the lock business is a romantic one is presented by the padlock for a royal hope chest. Believe it or not, this padlock has a heart shaped key.

Before we met Courtney we had an idea that he would look like a character from Alias Jimmy Valentine. Instead we found a quiet man in a dark business suit and a conservative tie. His fingers were long and blunt and he handled locks with the air of a master. He had a frank, open smile that was emphasized by a distinguished mustache. The many dangerous jobs he has undertaken do not seem to have affected him at all.

Possibly the reason for his cheerful mien is the fact that never in all his adventurous career has he found a door that is closed to him. ◆

"Are you the gentleman who advertised for a mate?"

EARLY FALL SPECIALS

Wurlitzer 500's	$189.50	Wurlitzer 51's, marbleglow	$ 60.00
Wurlitzer 616, marbleglow with lite-up grille and Baker Selector	105.00	Seeburg Regals, marbleglow	175.00
Wurlitzer 616's	65.00	Penny Phonos (like new)	30.00
Wurlitzer 412's	40.00	Bally Alley	45.00
Wurlitzer 312's	40.00	Bang-A-Deer	135.00
Wurlitzer P-12's	25.00	Tom Mix	30.00
Wurlitzer 51's	50.00	Ray-O-Lite	55.00
		Ray-O-Lite, marbleglow	60.00

All types of new and used Free game unit pin tables at extraordinarily low prices.
Write us your requirements.

WOLF SALES CO. Inc.

701 Golden Gate Ave. San Francisco, Calif.

Music Operators Can Make Or Break Tunes and Bands

By Tommy Dorsey

("That Sentimental Gentleman of Swing" in "Mills Spinning Reels.")

Too few people, particularly among those outside the trade, realize the important part the coin machine and its operator plays in the promotion of a band or song today. To the average person, a band, song, or record is popular because *he* likes it along with several thousand other people who by some strange coincidence like the very same thing. Others scratch below the surface a little, just a little, and let it go with a radio build-up, the doings of the record company, plugs by the song publishers or press notices.

True, all these are important to us bandleaders and song publishers and they all contribute greatly toward putting things over. As for the public's likes—well, you can't force something it doesn't like down its throat. The folks like a lot of things. The idea is to pick out the ones you'd like them to like best and feed it to them. We in the trade know how this works.

However, with all these credit lines being given out by the people who spend the money, very few have stopped to consider the coin machine. To them the coin machine is something to be played in relaxed moments and not considered a part of any promotion setup at all. Very few realize the large business into which this field has grown, thanks to these same people.

A powerful operator with several hundred machines working in good spots is in a position to help make—or help break—any of us and any of our tunes.

It's evident how he can help make them, simply by plugging them in all his machines. Costly? Naturally, but if it's good material, it'll pay off and nobody knows this better than the operator. He doesn't plug bad material. He wouldn't have those several hundred machines if he did.

Turnabout is fair play and the operator is in a better position to "kill" a song or band in his territory. He just eliminates them from his machines, then to drive in the nail a little further, features a similar song or orchestra of the same style. He leaves out some popular novelty ditty that may be sweeping the country in favor of another novelty record. The customers play what he gives them and a star is born.

None of this has been any startling news to the operators. I mention it merely as a means of pointing out the force behind the coin machine, a force not realized by the public and recognized only recently by the trade. Now the operators are being showered with promotional material, more than they realized ever existed. As a matter of fact, most of it never did exist until an analysis or two showed the powerful position of the operator in the industry.

I don't think I've been writing out of turn in painting this picture of the nickel driven power, for I've watched it closely. I've tried to make contacts with as many operators as possible in my journeys and for the past two years have kept in touch with them through my promotion man, Jack Egan.

When we turn out what we believe will be a good record for a coin machine, we tell the operators about it. We don't announce everything we wax, for we don't want to wear out our welcome. We consider ourselves fair judges and I don't think we've called a wrong one yet.

Traveling around with a band keeps one pretty busy, even when we're in a city for a week. However, I have managed to meet a representative crowd of the country's operators and have found them all fine fellows and good businessmen with definite ideas on showmanship, many of which have helped us in our record work. I've had lots of laughs with them at social meetings and engaged in conversations that drew forth fine business logic.

I've never tried to pamper any coin operators because they're not the kind that want to be pampered. They like their talk *straight from the shoulder*, without benefit of fancy dressing. They'll give your word a try and, if you're on the level with it, they'll listen the next time you want to say something. If you're feeding them *hooey*, there isn't much sense in coming back.

I've been surprised at the reaction of the majority of operators to our letters. Rather than read them and toss them away, as you might expect the members of such a powerful industry to do, they sit down and write letters. We have correspondence with thousands of operators and the answers they've sent to our queries have been more than helpful to us in our work. Their suggestions all make sense, their criticisms are all constructive. And to top it off, they write that they appreciate the attention we give them.

It's a thrill to me to find people like that, people who'll come down to your level and play ball with you without eternally thinking you're trying to "take" them. That's why I like the coin operators—they're one bunch of fellows who'll buckle down and work with you to help put across something to mutual advantage.

I'm Irish all right, but this hasn't been any "blarney." A whole file full of letters from operators will back up these statements and I'm very happy to say, they're all friendly letters.

You know, it's a great feeling to have a lot of friends in the coin machine business. But then, you fellows know that! ◆

• •

Goober: "I know one girl who thinks her husband is perfectly wonderful."

Stingo: "Oh, so you've just come from a wedding?" ◆

MONARCH REMOVAL SALE!

RECONDITIONED PAYTABLES

BALLY PAYOUT WITH JACKPOT

Sport King	$129.50	Bally Sport Page	$ 55.00
Grand National cash and ticket comb.	110.00	Western Hey Day J. P.	42.50
Grandstand cash and ticket comb.	77.50	Western Feed Bag J. P.	39.50
Gold Medal	65.00	Bally Stables	24.50
Hawthorne	62.50	Bally Preakness	19.50
		Mills Flasher	44.50
		Mills Hi-Boy	42.50

LEGAL EQUIPMENT

Western Baseball Brown Cabinet 1940 Model Free Play	$ 89.50
Western Baseball Brown Cabinet 1940 Model F.P. & Payout	102.50
Keeney Anti-Aircraft Gun—Black Cabinet—Guaranteed Perfect	122.50
Seeburg Chicken Sam Console Model—Factory Reconditioned	77.50
Seeburg Hockey $ 29.50 Exhibit Vitalizer	82.50
Keeney Anti-Aircraft Gun—Brown Cabinet—New Appearing	144.50

SLOT MACHINES

Jennings Cigarola Console XV Model—comb. 5c & 10c play.	$ 84.50	Mills Vest Pocket Conservative Reels	$ 29.50
Mills Blue Front 5c play 400,000 serial	47.50	Mills Cherry Bell 5c play 425,000 serial	52.50
Mills Blue Front 10c play 400,000 serial	47.50	Mills Melon Bell 5c play 425,000 serial	47.50
Mills Future Play 5c	42.50	Mills Melon Bell 10c play 430,000 serial	47.50
Mills Future Play 10c	42.50	Jennings Chief 10c play	29.50
Mills Vest Pocket—Blue and Gold	39.50		

CONSOLES

Mills Four Bells	$245.00	Evans Lucky Lucre 5c play—1940 model	$139.50
Keeney Triple Entry	125.00	Jennings Multiple Racer	69.50
Baker 1940 Pacer—like new	190.00		

MONARCH COIN MACHINE CO.

1731 Belmont Ave. (Cable "MOCOIN") CHICAGO, ILL.

Coin Movies Costly To Produce

HOLLYWOOD—New scale for recording music for Coin Machine firms has been received from the office of James Petrillo, president of the American Federation of Musicians.

The new scale calls for a basic rate of $30.00 per man for session of three hours during which not more than five three-minute subjects may be recorded for release. Additional time is set at $7.50 per man per hour with a limit of one three-minute subject to the overtime period. This rate supplants the temporary scale of $15.00 per three hour session which was in effect for a short period. ◆

Minthorne Wins Sales Award

LOS ANGELES — Jean J. Minthorne, local Rock-Ola distributor, is proudly displaying a gold Elgin watch presented to him for special sales achievements during the month of August by the Rock-Ola Manufacturing Corporation.

During August Minthorne led Rock-Ola distributors throughout the nation in the amount of phonograph sales.

In addition Minthorne won the National Grand Sweepstakes Sales Contest in his district and copped a nice cash prize for leading on sales of phonographs and wall and bar boxes. ◆

San Francisco

GORDON MILLS TAKES OVER NATIONAL SALES FOR MOVIE MACHINE . . . RECORDS SET IN SALES BY S. F. OUTLETS . . . NEWMAN READY WITH NEW VENDOR . . . SKY FIGHTERS STEAL SHOW AT FAIR.

By RONALD PATRICK

SAN FRANCISCO (RC)—Large news from a local and national standpoint is the resignment of Gordon Mills as general manager of the Mills Sales Company of Oakland. Cousin of Chicago's Mills Novelty Company president, Gordon Mills' association will be in the capacity of general manager for national sales in the new Mills (Roosevelt) photovision department. Bouterious moves up to general managership at Mills Sales in Oakland, with recently appointed regional sales manager Warren Taylor being promoted again to general sales directorship.

Official West Coast preview on Mills photovision machines will be at the Hollywood Roosevelt, September 16, 17, 18, 19th. National fanfare on an unprecedented scale will accompany the launching of this lusty new genesis of the coin machine industry. An interesting note is that there have been what may be called 'sneak' previews of the photo setup in major eastern cities over the past few months.

It has been this scribe's experience that a number of uninitiated operators and distributors have been prone to scoff at the significance and value of the photo-view development. They cite every conceivable objection and difficulty these machines are likely to encounter. It occurs to me that they overlook the possibility that most of their qualms which may derive from mechanical bugs are solvable. Moreover, from what I've gathered from a few top line operators who have seen location tests on the equipment, the reaction is terrific—and all good. Frankly, I'm looking for the most sensational operating wallop the industry has ever been graced with on the delivery of these new picture machines.

Highlight in this month's news is that several distributors each claim the most successful August in their history. The list includes Bates Sales Company, Oakland Automatic Sales, Wolf Sales, Advance Automatic Sales and Jack Moore's.

Hit games at current standing appear to be Bally's Fleet and Rapid-Fire, Exhibit's Landslide, Roll in the Barrel, Mutoscope's Sky Fighter, Chicago Coin's Skyline and Genco's Dude Ranch.

Possibly the biggest single deal in Northern California for the month was Wolf Sales $75,000 check to Wurlitzer against two carloads of assorted new phonographs. Jack Moore's single day turnover (a-la Johnny Ruggiero) of 50 Bally Fleets impressed us as the second most conspicuous feat.

A new panel-type vendor recently patented by W. J. Newman of San Francisco will shortly be in service on test locations along the Coast for the sale of packaged safety razor blades. Trade name of the razor line is 'Velvet-Edge.' It's a good quality product and will sell at a standard low price. The vendors appear compact, attractive and unobstrusive. Newman, heading the Newman Sales Company is an old-hand in the promotion of merchandise vendors and he evinces confidence in having hit upon one of the surest shots yet, cultivating a practically virgin field.

J. A. Dollison is another of the 'old-timers' who always appear to be carrying on with never a carp or complaining word about anyone or anything. Dividend Scales has been Dollison's mainstay. Apparently J. D. has a very sweet placement of these penny takers throughout pick spots in California, Washington and Oregon.

A Treasure Island 'Fair' note to be added at this point is the arresting fact that Smith and Zapsf's Playland features 16 Mutoscope Sky-Fighters, with 10 more just announced ordered from Mills Sales. I was curious about this addition with only a few weeks left of the Fair, so-called the Island. Here's the picture. Sky Fighters are a standout hit and the entire caboodle of equipment is to be a lead attraction on a scheduled carnival excursion.

Two impending events are influencing the immediate future of local music considerations. One is the rumor about coming Bally Speed Wall Box which is propagandized as having 'everything' from the standpoint of competition, quality, looks and price. The other is regarding the effects which will be the result of Wurlitzer's gigantic counter music box campaign scheduled to blitz the S. F. area sometime in September. Advance information as to Wurlitzer's success on this company program in other metropolitan territories is colossal. Operators are pretty hepped on the subject, aiming to lay in their claims on anything that looks like good pickings—since Wurlitzer and agencies are turning the whole deal back into the hands of interested qualifying operators, once the new spots are signed. Expectation is that top-flight operators will more than fall into line since Wurlitzer campaign is for virgin locations rather than an attempt on established locations. ◆

• •

Entries in a small boy's diary:

February 24—Got an airgun for my birthday.

February 25—Snowing. Can't go hunting.

February 26—Still snowing. Can't go hunting.

February 27—Still snowing. Shot Grandma. ◆

• •

Seems that a modern young maiden was surprised on her visit to the zoo to find not a single monkey in the monkey cage.

Disappointed at the absence of her favorite beasties, she quickly summoned the attendant and asked him why the dear little monkeys had been taken away.

"Ain't been taken away, ma'am," he told her. "This is the mating season when the monks stay in their homes for several days."

"Oh, dear," she complained, "I do so want to see them." She looked sad and then added hopefully: "Will they come out if I give them a peanut?"

"Darned if I know, lady," said the attendant, "would you?" ◆

Mc Tavish says:

Wolf's the Winner!

WHY?

● That's easy. Wolf's the West's Biggest Wurlitzer Distributor. And everybody knows Wurlitzer's the Winner in the music field. Get your Wurlitzer Phonographs, Wall and Bar Boxes from Wolf. They're beauties and they're the best. So why not be a Winner too!!

— Call In — Write — Wire — Phone —

WOLF SALES CO. Inc.

701 Golden Gate Ave. **San Francisco, Cal.**

"Sixteen" Rogers (and you can call her any number you like and we'd still call it lovely) sings "We're All Americans, All True Blue." Tune is Jim Mangan's new marching song. A Mills Empress fits into the picture nicely also.

Groetchen Features Sports Parade

CHICAGO — Capitalizing on greatly increased public interest in sports during the Fall Season, Groetchen has created a series of new Sports Symbols for their Liberty Bell, according to information just received.

World Series in Baseball, College Football games, Tennis Matches or Golf Tournaments, Heavyweight Boxing Contests or Skating Championships, they all are featured in colorful symbols now available on each Liberty Bell.

These striking symbols stand out prominently against colored backgrounds, and intrigue players with their novel appeal.

While retaining the payout characteristics of Fruit Symbols on Liberty Bells, these sport symbols will make possible operation of these great money makers in those territories which heretofore frowned upon any game with Fruit Symbols.

Demand for Liberty Bell and De Luxe Mercury games has required operation of the Groetchen Plant on a 60 hour a week basis throughout the summer months, Groetchen officials declare, and the extra overtime pay earned by employes is contributing much to stimulate buying power in the community.

"These tremendous gains in sales were made without decreasing in any way the enormous demand we have experienced for Imp Gum Venders. Production and sales on Imps have exceeded our keenest expectations, and we have just put another 7,500 Imps into production for delivery during the month of September." ◆

• •

The young man grasped the hand-rail of the last car and swung himself up to the rear platform, gasping for breath. It was plain that he was quite winded. A bronzed, heavy-set middle-aged man eyed him with disfavor.

"When I was your age, young man," he remarked, "I could sprint down the station walk and catch a train without puffing like that."

"Yes, but I . . . missed this one . . . at the . . . last station," panted the new arrival. ◆

Bargain Mart

5c PER WORD, MINIMUM $1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

SLOT MACHINES REPAIRED
Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

WANTED
Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (9-40)

WRITE
for prices on Used Phonographs and Pin Tables. STANDARD SALES COMPANY, South 171-173 Post St., Spokane, Washington. (M-S-P)

FIVE DOLLARS NOW
May save you five hundred later. Before you invest, investigate thoroughly. Use the proven services of bonafide investigators specializing in coin machine research work. Average fee five dollars. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (TF)

CIGARETTE MACHINES
Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

GOODBODY
has a message for every operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. (ASO-P)

TELESCOPES
An income for life. Don't overlook this fertile field. There are telescope locations in your territory. Factory, 1322 Lee, Long Beach, Calif. (ASO-P)

COIN WRAPPERS
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper; 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.00. Belt Pocket, 35c postpaid. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (ASO-P)

USED NORTHWESTERNS
Silver Kings, Stewart-McGuires, Pennykings, Ever-Readys, Hot Peanut, Snacks, Nut and Gum Venders. Write for prices. CAMEO VENDING, 402 W. 42nd, New York. (SON-C)

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WIRED MUSIC MEETS EVERY DEMAND

- DO YOU WANT WIRED MUSIC WITH BEAUTIFUL NEW CABINETS?
- DO YOU WANT WIRED MUSIC WITH BAR AND WALL BOXES?
- DO YOU WANT WIRED MUSIC TO INSTALL IN YOUR PRESENT PHONOGRAPHS?

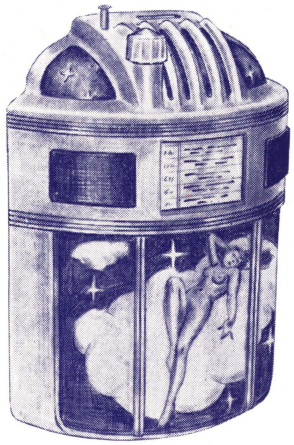
WHATEVER YOU WANT — WE HAVE IT

The King of Melody

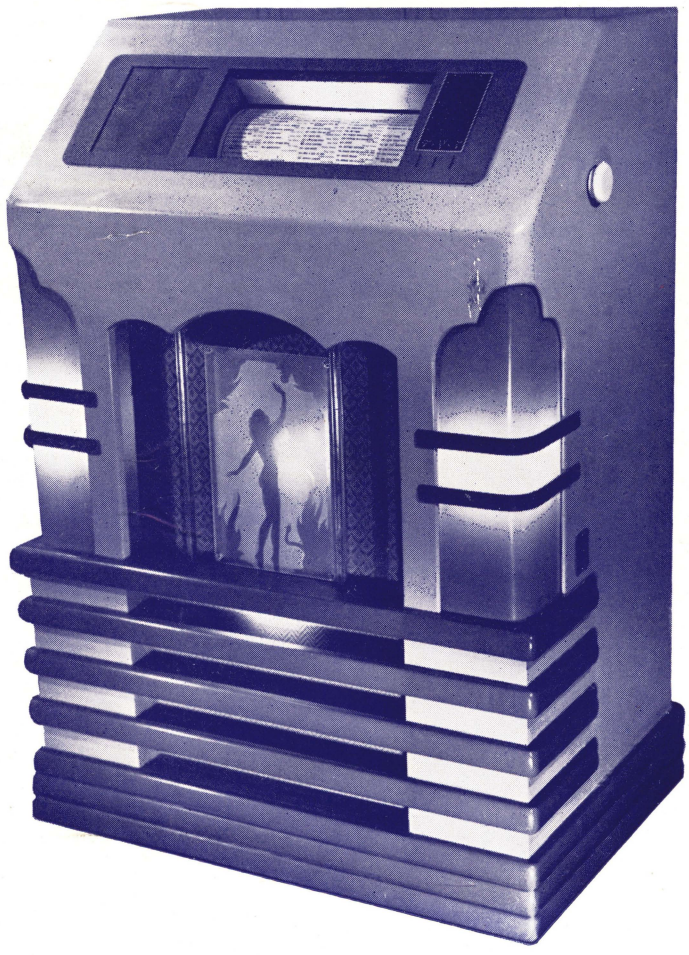
The Industry's Most Beautiful Cabinets, Combined with the Equipment that Guarantees the Fastest Service in the Field of Wired Music.

IF YOU WANT WIRED MUSIC AT ITS BEST —

HERE IT IS! ➔



This Beautiful Wall Box Easily Converts Into A Bar Box. Small, Compact, Well-Lighted.



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Exclusive Distributors for Maxwell Smith Co.

Manufacturers of Sound - Broadcast and Associated Equipment

Phone: MIchigan 7236

Suite 636, Title Insurance Bldg. 433 South Spring Street

LOS ANGELES, CALIFORNIA

MODERN

World's Largest Automatic Music Sales Agents

GOES SEEBURG

THERE'S A REASON!

MODERN VENDING COMPANY
NEW YORK
MIAMI BEACH

A MODERN PRODUCT IS ALWAYS A WINNER

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